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CIPPAL-ADAM

AUDIOVISUAL AND DIGITAL ALCOHOL MARKETING: REGULATION AND YOUTH EXPOSURE IN SWITZERLAND



CREDITS

The comparison of International Alcohol Control Policies with a focus on Audiovisual and Digital Alcohol Marketing (CIPPAL-ADAM) was carried out by a wide partnership of research-oriented organisations. The interpretations, analyses, and conclusions presented in this report are solely those of the authors and do not necessarily reflect the views of the OFDT. The OFDT assumes no responsibility for the opinions expressed or for any errors or omissions contained herein.

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TABLE OF CONTENTS

IN A FEW POINTS **5**

INTRODUCTION **7**

METHOD **8**

Qualitative Sample: recruitment method & sample description - Switzerland *9*

Quantitative Sample: sample description *9*

THE LEGAL FRAMEWORK OF ALCOHOL ADVERTISING REGULATION **11**

Foundation and rationale of alcohol advertising regulations 11

Alcohol consumption in Switzerland *11*

Implementation story *13*

2013-2015: Attempts at a comprehensive revision of the law *13*

Federal strategy: the National Alcohol Program (2008-2016) *13*

National strategy on Addiction (2017-2024; 2025-2028) *14*

Echoes in policies and State action *14*

Regulations on alcohol advertising in force in 2024 14

Legal provisions - General legal framework *14*

Self-regulation by economic players: the alcohol industry, the advertising market and the GAFA *16*

Synopsis of the regulation on alcohol marketing in Switzerland in 2024 ..... *18*

Control systems and enforcement in 2024 18

What is in place *18*

Strengths and weaknesses *19*

YOUTH'S PERCEPTIONS ON ADAM AND ITS ROLE IN ALCOHOL DRINKING (INTERVIEWS ANALYSIS) **21**

Digital culture and attitudes towards digital advertising 21

To sum up *22*

Advertising and marketing: what comes most to mind? 23

The most remembered *23*

Brands and types of beverages advertised *24*

Main features and reasons for remembering *25*

To sum up *27*

ADAM exposure: perceived effects and attitudes 28

Perceived level of alcohol marketing exposure via Digital or other channels *28*

Attitudes towards alcohol advertising exposure *29*

Perceived impact of advertising and channels with the greatest impact *30*

Experiences and attitudes towards different types of advertising *32*

To sum up *35*

Knowledge and attitudes towards alcohol regulation 36

Acceptability of alcohol marketing regulation and alcohol control policies *36*

Perceived effectiveness of regulations *38*

Suggestions to improve alcohol prevention *39*

To sum up *40*

Attitudes towards drinking and main drivers of drinking 41

Personal attitudes to alcohol and perceived risks *41*

Role of peers and social environment *45*

Role of family and cultural traditions *47*

Accessibility of alcohol *50*

Other drivers *50*

To sum up *51*

EXPOSURE TO ADAM (WEBSURVEY ANALYSIS) **52**

Digital and TV exposure to positive portrayal of alcohol 52

Vectors of online of exposure to positive portrayal *54*

Vectors of TV exposure to positive portrayal *55*

Digital and TV exposure to alcohol advertising 56
Vectors of online of exposure to alcohol advertising *59*
Attitudes towards digital alcohol advertising *60*

Impact of the last remembered alcohol advertising 60
Memorising advertised alcohol brand *61*
Desire to drink generated *61*
Perceived impact of alcohol advertising on young people *63*

General opinion and acceptance of alcohol control policies 64
General opinion on alcohol advertising *64*
Knowledge of regulation on alcohol advertising towards minors *65*
Acceptance of advertising regulation *66*

CONCLUSION (MIXED RESULTS) **67**

REFERENCES **70**

IN A FEW POINTS

- The CIPPAL-Alcohol Marketing study employ a mixed-method, cross-national design to assess young people's exposure to and awareness of alcohol marketing across six European countries. It combined qualitative interviews and quantitative surveys to evaluate how statutory and self-regulatory systems influence marketing exposure and youth perceptions. In Switzerland, the qualitative sample included 20 semi-structured interviews with 16–19-year-olds from French-speaking regions, while the quantitative web survey collected responses from 408 participants. The methodology also involved mapping national legal frameworks and enforcement mechanisms to contextualise these findings.

- Switzerland's alcohol marketing regulation is shaped by a decentralised, liberal system that results in a fragmented "patchwork" of legal provisions. The Alcohol Act applies only to spirits (over 15% alcohol by volume, ABV), imposing strict advertising content and placement restrictions, whereas fermented beverages like wine and beer are subject to much looser controls under food law. This dual system, coupled with strong cultural attachment to alcohol and regional variation, creates legal loopholes, especially regarding youth-targeted marketing and audiovisual or digital platforms.

- Despite formal restrictions, enforcement in Switzerland remains inconsistent. Until recently, digital advertising, particularly influencer marketing, existed in a legal grey zone. While 2024 guidance clarified some digital rules, enforcement mechanisms remain limited, and self-monitoring tools (such as voluntary pre-screening of campaigns) rely heavily on industry cooperation. This undermines efforts to shield minors from harmful marketing and diminishes the efficacy of current regulations.

- Young people in Switzerland report high levels of exposure to alcohol advertising across various media platforms. Overall, 89% of respondents (minors and young adults alike) reported having encountered alcohol advertising over the last month. This exposure spans digital environments such as social media (73%) and general web browsing (68%), as well as traditional media including television (e.g. 58% on national TV channels) and public spaces. Such pervasiveness underscores the extent to which alcohol marketing is embedded in young people's daily digital and physical environments.

- Social media platforms are seen as particularly influential vectors for alcohol marketing. Respondents highlighted Instagram, TikTok, and YouTube as key channels where they encountered both direct advertising and more subtle forms of promotion. These include influencer content, sponsored posts, and user-generated content that feature alcohol products or portray drinking as glamorous, fun, or socially desirable. Many young people perceived these messages as more engaging and less intrusive than traditional ads, which possibly increases their effectiveness.

- Despite the rise of digital platforms, traditional media remains a significant source of alcohol-related content. Over half of the surveyed youth reported exposure to alcohol through television and film. Often, this occurs in the form of product placements, where drinking alcohol is integrated into storylines or character behaviours. Such portrayals are frequently positive or normalised, depicting drinking in social, celebratory, or romantic contexts, which may reinforce cultural norms.

- The findings indicate that minors are in general nearly as likely as adults to be exposed to alcohol advertising, despite legal restrictions prohibiting targeting minors. Specifically, minors' self-reported exposure via digital channels (social networks and Internet) was only marginally lower to that of adults. This points to a significant enforcement gap, particularly in digital spaces where directed marketing is operational, but age controls are often weak or absent, and where algorithms can be used to amplify content regardless of age.

- Alcohol marketing not only reaches young people but also possibly influences their attitudes and behaviours. Among all respondents, 24% reported that the last advertisement they had seen had made them want to try the specific alcohol product and 20% had actually tried the advertised alcohol brand since then. Alarmingly, 22% of minors said the last ad made them want to try the specific drink. These figures suggest a measurable impact of advertising on early experimentation with alcohol.

- Participants frequently noted that alcohol advertisements portray drinking as essential to socializing, fun, and inclusion. This message was especially prominent in influencer content and peer-shared media. Some respondents expressed concern that such portrayals could reinforce peer pressure and contribute to early initiation or excessive consumption. Moreover, marketing strategies such as limited-time promotions and discounts were seen as encouraging decisions among young people.

- Only 23% of young people surveyed were aware that alcohol advertising targeting minors is prohibited in Switzerland. Among minors, this awareness dropped to 18%. These findings reveal a significant gap in public understanding of existing protections, suggesting that the current legal framework is not only insufficiently enforced but also poorly communicated to the public.

- Despite low awareness of current regulations, a majority of respondents supported strong policies. Specifically, 72% were in favour of banning alcohol advertising to minors (i.e. not only of advertisement targeting minors). Several qualitative interview participants expressed surprise that such ads were even allowed, and many called for stricter oversight of online platforms, especially those popular among underage users.

- The study reveals a concerning gap between the legal intentions of protecting minors from alcohol marketing and the lived experiences of young people in Switzerland. There is accordingly a clear need for stronger regulation and enforcement, particularly in digital spaces. Recommendations include improved age-gating, mandatory transparency in influencer marketing, better monitoring of social media platforms, and broader public education on existing laws. Stakeholders in public health, education, and digital governance must collaborate to ensure that advertising practices do not undermine efforts to reduce alcohol-related harm among youth.

INTRODUCTION

The World Health Organisation (WHO) and its Member States regard strategies to regulate the commercial availability of alcohol as essential public health measures. (WHO Regional Office for Europe, 2021). At global level, the ban on the sale of alcohol to minors (generally aged under 18) and restrictions on alcohol advertising are essential levers, and the rigour with which these provisions are applied is a crucial issue. The health authorities recommend regulating marketing practices to protect minors, in particular limiting the use of certain media and the subjects that can be exploited in advertising (PAHO, 2017 ; WHO, 2018, 2019). In Europe, these measures can vary from country to country, as can the types of alcohol to which they apply. As self-regulation by alcohol producers and advertisers is contrary to their economic interests and therefore unlikely to be effective in protecting minors from advertising (Pierce et al., 2019), bodies independent of the alcohol industry should be entrusted with the task of monitoring compliance with the law in this area.

Given the multifactorial complexity of the responses implemented, it is essential for states to better distinguish what can be learned from specific national experiences and trajectories in the implementation of alcohol control policies. Thus, in November 2023, with the financial support of the *Fonds de lutte contre les addictions (FLCA, French Fund for combatting addiction)*, the French Monitoring Centre on Drugs and Addictions (OFDT) launched a comparison of International of Alcohol Control Policies (CIPPAL), with a focus on Audiovisual and Digital Alcohol Marketing (ADAM). This study is referred here by the acronym 'CIPPAL-ADAM aimed at describing and comparing the factors and patterns of young people's exposure to audiovisual and digital alcohol marketing in six European countries: Finland, France, Ireland, Italy, Lithuania and Switzerland. The CIPPAL-ADAM study was carried out over 2024 and 2025, by six European organisations with an expertise in mixed methods (universities, advocacy or research bodies), following a common methodology under OFDT coordination.

This monograph summarises the study results for Switzerland. It thus includes contextual data on the Swiss system of regulation and control regarding audiovisual and digital alcohol advertising as well as results on young people's attitudes towards this type of advertising and their exposure to advertising.

Alcohol consumption among Swiss teenagers

- In **Switzerland**, alcohol remains the most widely experimented substance. The results of the latest Health Behaviour in School-aged Children (HBSC) survey, dating from 2022, showed that 43% of 15-year-old boys and girls had consumed alcohol at least once in the 30 days prior to the survey, similar levels to those observed in 2018 (Addiction Suisse, 2023a). The proportion of 15-year-olds who have consumed five or more alcoholic drinks on the same occasion in the past 30 days has also remained stable in recent years (reaching 23.5% in 2022; Addiction Suisse, 2023b). Conversely, compared with 2018, the prevalence of alcohol consumption over the past 30 days seems to have increased among 13-year-old boys and girls, reaching 17% in 2022 (Addiction Suisse, 2023a).

METHOD

The general objective of CIPPAL-Alcohol Marketing is to show how young people in the six countries compare in their way of identifying and being exposed to audiovisual and digital marketing techniques. In other words, the study assesses the empowering capacity (marketing awareness) and the protective nature (less exposure) of different control systems, from a comprehensive statutory system (Lithuania) to less restrictive statutory systems (Finland, France) or more liberal systems appealing to self-regulation by economic players (Ireland, Italy, Switzerland). To this end, investigators have pursued four operational objectives to be declined in each country case:

- Describe the national regulations – legal/statutory restrictions and/or industry self-regulation –- on alcohol marketing (AM) via audio-visual and digital media and the related control and enforcement framework.
- Assess the knowledge, acceptability and attitudes of minors and young adults regarding the national AM regulation and how they perceived its efficacy/role in reducing incentives to purchase and consumption, peer or family pressure to drink alcohol, etc.
- Analyse how minors and young adults perceive their exposure to AM via the audiovisual media and the Internet, considering various explanatory variables (age, gender, drinking status.

Investigators have implemented a mixed method based on a documentary analysis on the regulations, sociological interviews on norms and perceptions and a web survey on ADAM exposure and related factors. The recruiting and data collection methods were submitted to the internal ethical procedure of each partner.

The review of the national regulation system of alcohol marketing was based on agreed guidelines with regards to types of sources, bibliographic databases, keyword sets and search strategies. The selection of references followed the PRISMA rules for traceability.

Data collection has targeted young people aged between 16 and 19 for semi-structured interviews. Selection criteria based on age (minors and adults), gender, alcohol consumption and socio-economic background (parents' profession) were applied when recruiting interviewees, in order to achieve a diversity of profiles. Multi-channel recruiting was used (via social media, by direct soliciting or via a poll firm) and prior parental consent was required for minor respondents. Interviews were audio-recorded, transcribed and anonymised. Data was processed with Computer-Assisted Qualitative Data Analysis Software (Atlas or Nvivo 14-15).

For the websurvey, samples varied in number between countries, with three larger samples for Finland, France and Italy. Sampling was based on common quotas applied to respondents belonging to access panels, with a minimum target of 30% minors in each national sample and an age range extended from 15 to 21, for reasons of feasibility. Common quotas referred to gender (men, women) cross-referenced with age (minors, adults), activity (schooling vs employment). For the three larger samples, additional quotas related to more detailed categories of schooling, the size of urban unit, region and the parents' occupation were applied. Final data were weighted on the basis of these quota criteria.

Incentives worth 15 euros (25.- CHF in Switzerland) on average were awarded to interviewees and panel respondents to the web survey. The final samples of the set of interviews and web survey are respectively detailed in Tables 1 and 2, for Switzerland.

Qualitative Sample: recruitment method & sample description - Switzerland

Recruitment for the semi-structured interviews was conducted using a multi-channel strategy designed to ensure a diverse range of participant profiles and to achieve a broad geographical representation across the French-speaking regions of Switzerland. Several complementary channels were mobilised to reach young people from different backgrounds and settings. A targeted online pop-up invitation was displayed on the CIAO.ch platform, a widely used information website for youth, which included specific details about the study and participation criteria. Physical flyers were distributed and displayed within various educational institutions to reach students in both secondary and tertiary education environments. Additionally, an announcement was disseminated through GREA's social media networks to increase visibility among young people connected to or interested in health and social issues. A recruitment call was also published in GREA's weekly newsletter, enabling partner organisations and subscribers to relay the information within their own networks. This combination of digital, institutional, and professional dissemination channels allowed for the opportunity to recruit youth from all regions of French-speaking Switzerland, thereby enhancing the richness of the qualitative data collected. The qualitative sample included twenty 16- to 19-year-olds from French-speaking Switzerland—nine male and eleven female participants (none identified as non-binary). Age was evenly split: ten participants were aged 16–17, and ten were 18–19. Six lived in rural areas and fourteen in urban settings. Socio-economically, six described their (or their family's) situation as "not very favourable," eleven as "fairly favourable," and three as "very favourable".

Regarding alcohol use, five had not consumed alcohol in the past month, ten reported drinking once or twice, and five consumed alcohol around once a week; none reported daily use. First alcohol experiences occurred mostly with family (10) or friends (8), while two had never tasted alcohol. The average reported age of first use was 13.8 years. Thirteen participants had been drunk at least once, while seven (including the two who had never tried alcohol) had not.

Most participants, regardless of gender, reported frequent use of social media, often up to two hours daily; four estimated using it for more than three hours per day. Internet searches related to alcohol were common across the group, including looking up cocktail recipes and researching specific alcohol brands.

Quantitative Sample: sample description

The total web survey sample for Switzerland includes 408 respondents. The characteristics of the sample are described here using unweighted numbers (N), while percentages presented are weighted to better reflect population distribution and to concur with figures presented in the description provided hereafter in the Chapter EXPOSURE TO ADAM. Regarding age distribution, 107 participants were aged 15–17 and 301 were aged 18–21 (the average age of the total sample was 18.5 years), with adjusted percentages showing 30% and 70% respectively. In terms of gender, the unweighted sample comprised 188 males, 214 females, and 6 individuals identifying as non-binary or other. Weighted figures indicate an even gender split between males and females (49% each), with 1% identifying as non-binary or other. After adjustment, age and gender cross-tabulations show balanced representation across groups.

Regarding alcohol use, 306 respondents reported having consumed alcohol in the last 12 months, and 102 reported not drinking. After weighting, 25% were classified as non-drinkers and 75% as drinkers; with more specifically 12% of occasional drinkers (i.e. respondents who had not been drinking alcohol over the 30 days preceding the survey) and 63% of regular consumers (i.e. with consumption of alcohol over the last 30 days). Socio-economically, the weighted data shows that

54% of participants belonged to a superior category, 40% to an intermediate category, and 7% to a lower one.

Finally, with respect to current activity, half of the sample (50%) were employed, 43% were in school or university, and 7% were inactive. In terms of education, 10% of respondents reported being in higher education, 18% in general or technological secondary school, and 15% in vocational or other secondary education.

Table 1. Sampling for interviews-Switzerland

		N
Total sample		**20**
Age	16-17	10
	18-19	10
Average age	/	17,6
Gender	Male	9
	Female	11
	Non binary	0
Area	Rural	6
	Urban	14
Last month use	Never	5
	1-2 times	10
	Once a week or so	5
	Everyday or so	0
Lifetime non drinker	/	2
First drink	With relatives	10
	With friends	8
	Never	2
	Alone	0
Average age (first drink)	/	13,8
Drunkenness	Yes	13
	Not	7(5)
Economic situation	Not well-off	6
	Fairly well-off	11
	Very well-off	3

Table 2. Sampling for the websurvey-Switzerland

		N	$N_{weighted}$	% (weighted)
Total sample		408	408	100%
Age	15-17	107	124	30%
	18-21	301	284	70%
Avg. age	18.5			
Gender	Male	188	201	49%
	Female	214	201	49%
	Non binary and other	6	6	1%
Male	15-17	49	60	15%
	18-21	139	141	35%
Female	15-17	55	60	15%
	18-21	159	141	35%
Non binary and other	15-17	3	3	1%
	18-21	3	3	1%
Drinking status	Non drinkers	102	101	25%
	Drinkers	306	307	75%
	Occasional drinkers	53	50	12%
	Regular drinkers	253	257	63%
Socio-economic categories	Superior category	220	219	54%
	Intermediate category	162	162	40%
	Lower category	26	27	7%
Education	Higher education	49	40	10%
	General/technological secondary school	85	74	18%
	Vocational/other secondary school	74	62	15%
Activity	At school, university	207	175	43%
	Employed	168	206	50%
	Inactive	33	27	7%

THE LEGAL FRAMEWORK OF ALCOHOL ADVERTISING REGULATION

Foundation and rationale of alcohol advertising regulations

Switzerland's approach to the regulation of alcohol marketing is shaped by a complex interplay of historical, cultural, political, and economic factors. Rather than presenting a cohesive and comprehensive national policy, the current legal framework reflects a fragmented "patchwork" of rules. These are often inconsistent and vary according to the type of alcoholic product, the medium of promotion, and the level of government responsible. Rooted in a political culture that values economic liberalism and tradition - particularly in a wine-producing country where alcohol plays a significant role in social life - Swiss regulations on alcohol marketing remain relatively permissive compared to many other European countries.

The core principles underlying the current restrictions aims to limit the perceptibility of alcohol to minors, discouraging excessive consumption, and prevent the promotion of alcohol through misleading or glamourised imagery. However, the implementation of these principles is implemented uneven and is significantly influenced by political ambivalence, Switzerland's decentralised federal structure, and the interests of the alcohol industry. The primary focus of regulation is on spirits — defined as beverages containing more than 15% alcohol by volume — while fermented drinks such as wine and beer are subject to significantly fewer restrictions. This legal differentiation creates substantial loopholes, particularly in relation to marketing via audiovisual and digital media. Advertising for spirits is subject to more stringent content and placement rules, including bans on linking these products with aspirational lifestyles, sporting events, or youth-oriented activities. However, no equivalent restrictions apply to other forms of alcohol, which undermines the overall effectiveness of public health protections.

In terms of scope, Swiss regulations address traditional forms of advertising (e.g. television, radio, billboards), but only recently have begun to respond to the challenges posed by digital media and influencer marketing. Until 2025, influencer promotions and product placements operated in a legal grey area. New guidance has since clarified that such content must comply with the same strict product-focused limitations as those applied to conventional advertising for spirits — meaning influencers must not promote alcohol by associating it with desirable lifestyles, emotional appeal, or social success.

Alcohol consumption in Switzerland

Alcohol consumption is widespread in Switzerland: e.g. more than eight out of ten adults consume alcohol, and a total of 8.4 litres of (pure) alcohol were sold per inhabitant aged 15 and over in 2022. These figures mirror standardised data collected by the WHO, which shows for 2019 9.2 litres of pure alcohol consumption per inhabitant for the WHO European region, the highest rate of all WHO regions (WHO, 2024). Available epidemiological data highlights that drinking patterns vary considerably among Swiss residents, both in terms of frequency of consumption and/or quantities consumed.

Although the proportion of people consuming alcohol has remained relatively stable over recent decades according to the Swiss Health Survey (in the latest survey, in 2022, some 83% of those aged 15 and over consumed alcohol), daily alcohol consumption has fallen significantly in the past 30 years: from 30% in 1992 to 12% in 2022, for men, respectively from 12% to 5% for women (OFS, 2023a). It should be noted that in 2022, daily consumption was still common among people aged 65

and over – one in three men, one in seven women consumed alcohol daily –, but it was rare in the youngest age groups (0.5% among 15–19-year-olds; 0.6% among 20–24-year-olds).

Considering different risk profiles – i.e., different combinations of factors related to average daily consumption and frequency of excessive drinking episodes – it is estimated that 3.9% of the population aged 15 and over was affected by chronic high-risk alcohol consumption (based on average consumption exceeding the thresholds of 4 standard glasses of alcohol per day for men and 2 glasses for women; OFS, 2023b). This type of consumption profile was also frequently observed in the youngest age groups, with 4.7% of 15–24-year-olds reporting consumption levels above these thresholds. Further, younger age groups (and men in particular) were more likely to drink excessively on single occasions (i.e., binge drinking episodes; defined in the Swiss Health Survey as the consumption on a single occasion of 5 glasses or more for a man and 4 glasses or more for a woman). For example, in 2022, almost one in three men aged 15 to 24 – 31.4% – reported monthly episodes of binge drinking (OFS, 2023c), including more than one in 12 – 8.7% – reporting binge drinking at least weekly (OFS, 2024). More than one in five women – 20.4% – aged 15 to 24 reported drinking excessively on single occasions at least once a month (OFS, 2023c).

Among teenagers, alcohol consumption is also rather common in Switzerland. The results of the latest national Health Behaviour in School-aged Children (HBSC), dating from 2022, show that 43% of 15-year-old boys and girls had consumed alcohol at least once in the 30 days prior to the survey, similar levels to those observed in 2018 (Addiction Suisse, 2023a). The proportion of 15-year-olds who have consumed five or more alcoholic drinks on the same occasion in the past 30 days has also remained stable in recent years (23.5% in 2022; Addiction Suisse, 2023b). Conversely, the prevalence of alcohol consumption over the past 30 days seems to have increased among 13-year-old boys and girls since 2018, reaching 17% in 2022 (Addiction Suisse, 2023a).

Implementation story

No clear and coherent policy for regulating the promotion and availability of alcohol products exists in Switzerland, nor does any strong political will to develop one on either side of the political spectrum. In accordance, the "patchwork" policy depicted below reflects a political ambivalence towards alcohol, the consumption of which remains intimately linked to social life as experienced by most people and which remains invested with rituals and rites of passage in Switzerland as in most other Western societies. As a wine-growing country, alcohol is also a major source of employment and (eventually) tax revenue in Switzerland, which partly explains the strong resistance of economic circles and bourgeois parties to greater state control and intervention.

An example of this ambivalent political attitude to alcohol is the first national alcohol program (FOPH, 2022), whose initial draft was only published in 2008. As for the ambitious project for a complete revision of the law on alcohol - with the original version of the Law drafted in 1932 (FedLex, 2025a), it finally came to precious nothing in 2015, after two years of deliberation. The revision was shelved following the failure of the National Council and the Council of States, the two Houses of Parliament in Switzerland, to find a compromise. Nevertheless, the parliamentary interventions of the last 15 years show a clear gap between the left-wing parties and the right-wing coalition, with the former attempting to impose a tightening of the laws in force, and the latter demanding on the contrary a softening and revisions favourable to alcohol producers and distributors.

2013-2015: Attempts at a comprehensive revision of the law

The last attempt at a major revision of the 1932 Federal Alcohol was in 2012. The idea was to replace it with two separate laws, the Law on the Taxation of Spirits (Limpspi), and the Law on the Trade in Alcohol (LCal), which lays down rules on advertising, and the retail trade. Arguing that overall alcohol consumption had fallen, the initial draft of the Federal Council (the highest executive authority in the country) focused on the demands of producers and distributors, leaving aside the issue of alcohol-related health and social problems. Taxes were at the heart of the discussions, since lowering them would logically have led to a drop in the price of drinks (making access to alcohol easier, especially for young people, and thereby increasing the potential for abuse), while in addition reducing the share allocated to prevention programs.

In December 2015, after two years of debate, the Parliament simply shelved the revision. As a result, the Federal Council drew up in early 2016 a new draft of the partial revision, which included the only two points approved by both Houses of Parliaments: the reintegration of the Swiss Alcohol Board into the Federal Customs Administration, and the end of the state monopoly on ethanol imports. As a result, the ethanol market was liberalised from January 1st 2019.

Federal strategy: the National Alcohol Program (2008-2016)

As mentioned above, Switzerland has only recently developed a comprehensive alcohol framework. In 2005, in response to a parliamentary motion concerning the promotion of alcoholic beverages in connection with sporting events, the Federal Council mandated the Federal Office for Public Health (FOPH) to draw up a national alcohol strategy (FOPH, 2022). In 2008, it adopted the first National Alcohol Program (NAP), designed to reduce the individual and collective risks associated with excessive alcohol consumption and dependence problems. The NAP was structured around seven main objectives: raising public awareness of the harm associated with alcohol consumption; protecting young people; reducing problem drinking, including binge drinking, chronic drinking and drinking inappropriate to the situation (e.g. alcohol in the workplace or during pregnancy); combating alcohol dependence; reducing the negative impact on society; protecting those close to and directly affected by problem drinkers; and coordinating activities between public and private stakeholders in

the field of prevention. These very broad objectives reflect the compromise of the Federal Council's alcohol policy, which concentrates its efforts on measures to protect young people and reduce risks for alcohol-dependent or problem drinkers, while avoiding developing stricter regulation of the alcohol market. The NAP, as similar national programs for other substances, was replaced in 2017 by a National Strategy on Addiction.

National strategy on Addiction (2017-2024; 2025-2028)

The Swiss National Strategy on Addiction was launched in 2017 and extended in 2024 to continue through 2028 (FOPH, 2015). It provides a unified national framework to address all forms of addiction, including both substance-related issues like alcohol, tobacco, and drugs, and behavioural addictions such as gambling and problematic internet use.

The strategy's main goals are to prevent the development of addictions, support individuals who are affected, reduce health and social harm, and minimise the broader impact of addiction on society. It is structured around four key areas: health promotion and prevention, therapy and counselling, harm reduction, and legal regulation and enforcement. This approach encourages collaboration across public health, education, social services, and law enforcement. Nevertheless, and even if substance-related issues are theoretically considered from a comprehensive stand view, this new strategy did not result in any attempt to work on or even discuss broadly actual regulation of legal substance (namely alcohol and tobacco) and beforehand alcohol marketing regulations – depicted in detail below – remains unquestioned (while in no way in adequation with the goals of the strategy). Accordingly, e.g., Switzerland continues to apply different rules depending on the type of alcoholic beverage and remain relatively permissive with regards to alcohol marketing as presented below.

Echoes in policies and State action

While only little attention has been paid in recent years to these issues, the Federal Commission for Issues relating to Addiction and the Prevention of Non-Communicable Diseases (FCAND) has launched in 2024 a report on the current regulation of psychoactive products in Switzerland (FCAND, 2024). This report highlights that in particular tobacco products, e-cigarettes and alcohol are relatively lightly regulated or even underregulated in accordance with the regulatory guiding principles defined by the FCAND. The largest deficits in regulation being located at the level of marketing and in particular in terms of advertising restrictions for these products.

Regulations on alcohol advertising in force in 2024

Legal provisions - General legal framework

Compared to legislation in other European countries, the trade and marketing of alcohol in Switzerland is relatively permissive, due to a liberal political context. The Alcohol Act (in French *Loi Fédérale sur l'alcool*, LAlc), which applies to spirits, i.e. beverages with an alcohol content exceeding 15% by volume, does, however, impose several restrictions on advertisers (FedLex, 2025a):

- all advertising, whether in text, image or sound, must only include representations directly related to the product production and its properties. It is thus not possible to include e.g. a landscape or people drinking alcohol, or to associate alcohol consumption with an enviable lifestyle or with any kind of performance or advantage.
- no price comparisons or promises of gifts or other benefits in the event of purchase may appear in the advertisement. It is also forbidden to organise competitions for advertising purposes or involving the acquisition or distribution of distilled beverages.

- advertising for spirits is prohibited on radio and television, in and on public buildings, in and on installations or vehicles for public transports, on sports fields and at sporting events, in shops or establishments working in the health sector, and within events organised for children or adolescents.

The Alcohol Act, and consequently the provisions on advertising set out in it, does not apply to fermented beverages such as wine, cider, sparkling wine (champagne) and beer, which are subject to the Federal Law on Foodstuffs and Everyday Objects (in French *Loi fédérale sur les denrées alimentaires et les objets usuels*, LDAl; FedLex, 2025b). This law stipulates that advertising alcoholic beverages to minors is strictly forbidden. In practice, this means that advertising wines and beers is prohibited in venues, events and publications addressed to young people; in publications addressed to young people; and on objects used by or distributed free of charge to young people. Because of the federal system, the cantons are responsible for enforcing these regulations.

Switzerland has no specific laws governing digital advertising: the legal provisions that apply in the real world and in the audiovisual landscape also apply to digital media (FCA, 2019). Advertising on the internet and social networks is therefore subject to the same provisions as apply to spirit drinks, and to alcoholic beverages in general, with regard to the protection of minors. It is also specified that spirit drink banners appearing on websites targeting a Swiss audience must be clearly delineated from the rest of the content of the web page in question. As with advertisements in the media or visible in the public space, any links and hashtags (#) must relate directly to the product (#vodkafromrussia is acceptable, but #be_happy_drink_vodka is not).

Although existing laws are considered sufficient by the legislature to regulate online advertising, a "grey area" remains regarding influencer marketing—marketing conducted by influencers or content creators who share their opinions with subscribers via digital platforms. Due to the nature of this marketing, which leverages the influencer's perceived lifestyle appeal, it creates a clear association between spirits consumption and a "trendy" or desirable lifestyle.

At the time the data analysed below was collected, a document issued by the Federal Customs Administration — FCA, the authority responsible for enforcing alcohol legislation, nowadays Federal Office for Customs and Border Security, FOCBS — explicitly stated that such marketing "should be prohibited in most cases" involving alcohol. However, some room for interpretation remained (FCA, 2019[1]). No further clarifications on this issue were provided in the document, which dated back to 2019. Nevertheless, an updated version of this document was published in February 2025 (FOCBS, 2024[2]). Its content is not fully detailed here, as it does not pertain to the legal provisions in force when the CIPPAL-ADAM data was collected. It marks the first time that federal administrative documentation specifically addresses online and social media advertising in detail. This text reaffirms that the same advertising regulations apply online to spirits as they do in print. It further highlights the following key points:

1. Rules apply to websites and social media primarily targeting Swiss consumers (Criteria include domain name, country selection, product availability, language, pricing in CHF, …).

[1] Federal Customs Administration, FCA (2019), *Advertising guide of the Federal Customs Administration, Dos & Don'ts for spirits advertising*; https://www.bazg.admin.ch/dam/bazg/en/dokumente/abgaben/AAT/Werbung/Werbeleitfaden.pdf.download.pdf/Leitfaden%20Alkoholwerbung_v2_EN.pdf; accessed 25.04.2025.

[2] Federal Office for Customs and Border Security, FOCBS (2024), *Guide to spirits advertising – Advertising restrictions for spirits*; https://www.bazg.admin.ch/dam/bazg/en/dokumente/abgaben/AAT/Werbung/werbeleitfaden_neu.pdf.download.pdf/werbeleitfaden_neu.pdf; accessed 25.04.2025.

2. Spirits cannot be placed in electronic media, including films and influencer posts (product placement).
3. Influencer marketing is subject to alcohol advertising laws. Content must be strictly product-related; lifestyle-based promotions are generally prohibited.
4. Banner ads must be visually distinct from website content when targeting Swiss audiences.
5. Website and account owners must remove third-party content that violates regulations.
6. Links & hashtags must be directly related to the product.

Self-regulation by economic players: the alcohol industry, the advertising market and the major digital advertising platforms

As long ago as 1966, two major players in the Swiss advertising industry - the *Schweizerischer Reklame-Verband* (now *SW, Schweizer Werbung*) and the *Fédération romande de publicité et de communication* (FRP) - set up the first self-regulatory body, conceived as a "Court of Honor", to arbitrate conflicts between professionals and respond to complaints from private citizens. Transformed into a foundation under private law, and renamed the *Swiss Commission for Loyalty* (Commission Suisse pour la Loyauté, CSL), it is the only extra-judicial institution in Switzerland operating in the field of consumer law that meets the prerequisites for Alternative Dispute Resolution (ADR) in accordance with EU law. CSL is also a member of the *European Advertising Standards Alliance* (EASA). In practice, the Commission relies on the guidelines of the *International Chamber of Commerce* (ICC), and more specifically on the 2011 "Consolidated ICC Code of Advertising and Commercial Communication Practice". TheCSL is made up of three chambers, with three members each from the media, advertising and consumer organisations, to ensure fairness in its decisions.

In Switzerland, any private individual or legal entity can lodge a complaint with the Commission concerning a commercial communication they consider unfair, using an online form. The CSL does not hand down legally binding judgments; it only issues recommendations with the aim of encouraging the losing party to make concessions. Once the appeal period has expired, all CSL decisions are published on its website, without naming the plaintiffs or defendants. The Commission can also take criminal and civil action under the Federal Act against Unfair Competition (UWG), which regulates advertising and marketing. After topping the hundred mark in complaints received for the first time in 2021, the CSL registered 124 complaint procedures in 2023, more than half of which were approved. In previous years, less than 5% of the complaints lodged were by competitors in a given sector, and in 2023 all the advertisements reported were by private individuals. Complaints about alcohol are grouped with those about tobacco, but between them they accounted for only 3.5% of total complaints in 2023, compared with 1.4% in 2022, a very low proportion.

In a self-regulatory approach to third parties, the CSL has also concluded specific agreements with sectors such as the alcohol industry, for which it acts as the organisation responsible for handling complaints and carrying out the corresponding control. The Swiss Alcohol Industry Code of Ethics, ratified in 2003 and revised in 2006, essentially reproduces the provisions of the law. However, point 1.2 of its basic principles stipulates that, as of 2010, "at least 75% of advertising media (press, billboards, cinema, website) must contain a clear and obvious message in favour of moderate consumption".

More recently, *SPIRITSUISSE*, an association created in 2010 representing almost 90% of the Swiss spirits industry, including the largest producers and distributors, issued its "Guidelines for Responsible Commercial Communication" in 2021. This document is of particular interest because it deals with influence marketing, which, as we saw above, was a grey area in the legal framework

in 2024. In its guidelines, *SPIRITSUISSE* specifies that models, actors and personalities must be over 25 years of age, a requirement that applies to all models, actors and personalities featured in any commercial communication for alcohol. Exceptionally, the document specifies, influencers active on platforms equipped with an access control and age identification system may be under 25, but under no circumstances may they themselves be minors. The guidelines also stipulate that companies sign a written agreement with the influencers they pay for their advertising content, and that both parties undertake not to promote illegal behaviour or encourage excessive alcohol consumption.

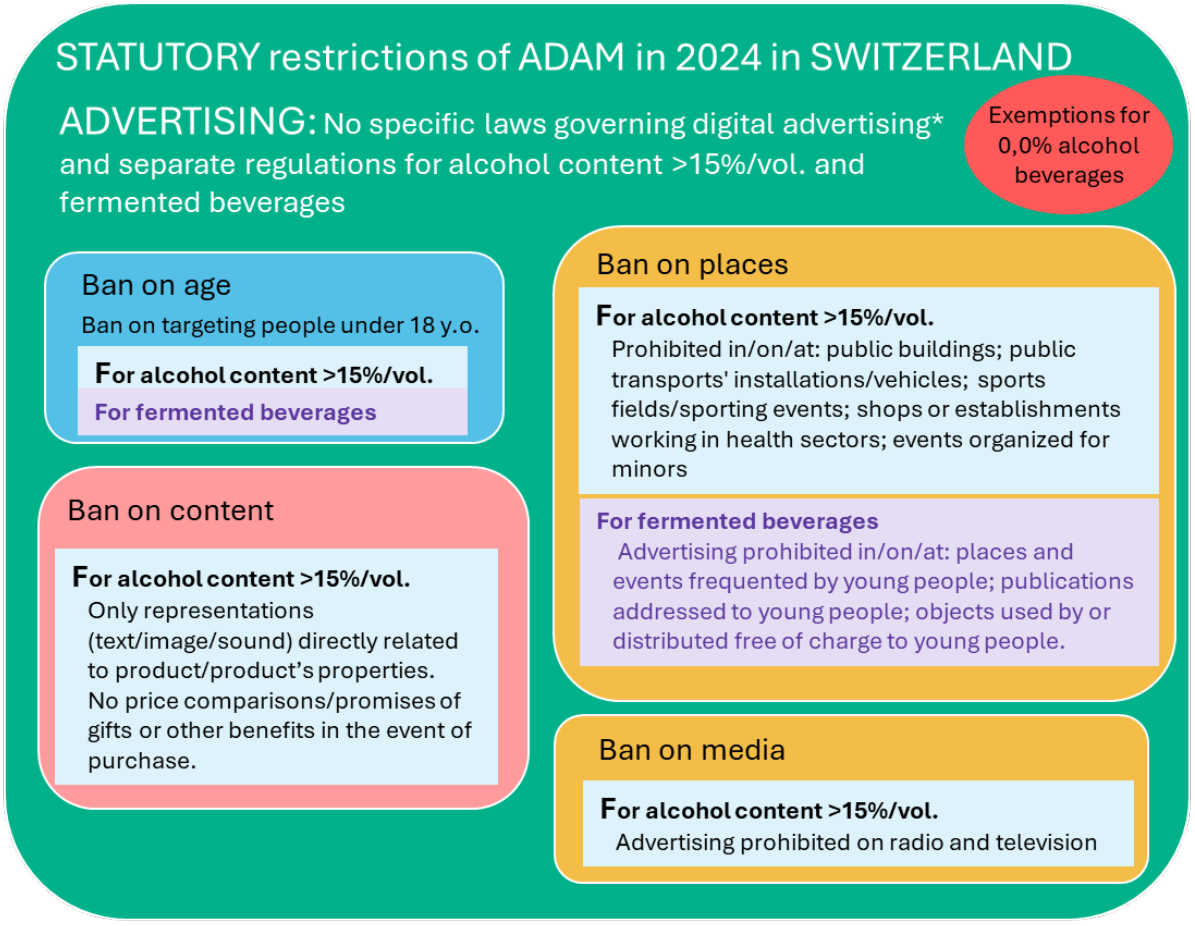
Another guide to good practice in alcohol advertising, this time in relation to beer, is the code of conduct of the Swiss Brewery Association (SBA), the umbrella organisation of the Swiss brewing sector, which groups together 40 breweries producing a minimum annual volume of 1,000 hl. Although the code dates from 2005 and has not been revised since, it remains in force for the association's members. It is based on twelve principles, most of which relate to the protection of minors, the prohibition of extolling the supposed merits of alcohol consumption, for example in terms of sporting, social or sexual performance, and not encouraging excessive consumption or denigrating abstinence.

Finally, with a specific focus on major digital advertising platforms, the digital alcohol advertising market is the fastest-growing segment in terms of alcohol marketing. Yet it remains largely unregulated, both globally and in Switzerland (WHO, 2024). The American conglomerate Meta (owner of Facebook, WhatsApp and Instagram) does not impose comprehensive regulations. Switzerland is on the list of countries where advertising for spirits is permitted, and the group's only recommendations are to comply with local legislation and target people aged 18 and over (META, 2024).

On the Google side (owner Google Ads and YouTube, among others), regulations are a little more elaborate. Switzerland stands out as a country where the promotion of alcoholic beverages is permitted, whether or not the ad allows purchase online, on the destination site or in the app. Google also lists a number of elements it deems "irresponsible" and which may not appear in ads, such as targeting minors, and promoting the supposed virtues of alcohol or excessive consumption (Google Ads Policy Center, 2024).

However, these guidelines only apply to paid advertisements, not to user-generated and shared content (Marthaler, 2015).

Synopsis of the regulation on alcohol marketing in Switzerland in 2024



(*) The legal provisions that apply in the real world and in the audiovisual landscape also apply to digital media.



Control systems and enforcement in 2024

What is in place

Control and enforcement systems remain relatively lax, as in the case of alcohol advertising legislation. The Alcohol Domain of the Federal Office for Customs and Border Security (FOCBS), which absorbed the Federal Alcohol Board in 2018, offers an online form for reporting a possible infringement of the provisions governing advertising (FOCBS, 2025). In 2019, the FOCBS (then FCA) also designed a guide for producers and distributors of alcoholic spirits for their commercial advertising (FCA, 2019). The guide was updated in 2024, with targeted implementation in 2026 (FOCBS, 2024). Within this framework, distributors can also have their projects assessed, free of charge, via an online form. An inspection report is issued within 30 days. The FOCBS is responsible for the taxation of spirits and the implementation of advertising regulations; it does not, however, regulate the advertising of fermented beverages, which is the responsibility of the cantons. Moreover,

the cantons are entitled to enact stricter cantonal laws for all alcoholic beverages, whether to restrict sales or advertising.

While additional regulations on the matter are rare at cantons level, the Canton of Vaud can be presented as illustration. The Vaud law on advertising procedures (LPR) prohibits the advertising of spirits on public property, but this prohibition does not apply to beverages with an alcohol content not exceeding 15%. The communes and the Department of Infrastructure and Human Resources (DIRH) are the competent authorities for the application of the law and its regulations. Echoing the prevailing lax policy on alcohol advertising, however, the canton does not proactively carry out checks. It only acts on third-party denunciations. Notably, no complaints have reached the competent authority in the last 15 years (Canton de Vaud, 2020).

Returning to the question of national control systems, and as mentioned previously, anyone can lodge a complaint with the CSL. In its online database, there are two complaints relating to alcohol: in 2011, a poster advertising wine that the complainant felt was too close to a school was rejected, as the law does not stipulate a minimum perimeter for beverages containing less than 15% alcohol (CSL, 2011). In 2015, another complaint concerning a TV advert was accepted by the Commission, which recognised that the drink in question was presented as being mainly made from apples, whereas it contained only 7% apple juice and above all kiwi juice in "its fruit wine", thus falling under the “misleading advertising” pointed out by the so-called LCD, *Loi fédérale contre la concurrence déloyale* (CSL, 2015).

As the institution responsible for the self-regulation of advertising communications, the CSL also monitors the activities of influencers whose audience is mainly located in Switzerland. While the maximum custodial sentence can be up to three years, for undisclosed advertising, there has never been a conviction of a Swiss influencer (Pinol, 2023). Only two Swiss influencers have so far been called to order for commercial messages on Instagram that were not flagged as advertising (but these were not alcohol-related). The CSL has issued its verdict, but there have been no sanctions or fines, as the Commission has no legal powers (Lanci & Ruchti, 2023). The lax approach to influencer marketing in Switzerland is particularly problematic given that, according to a study carried out in 2023, more than a quarter of alcohol- and tobacco-related inducements aimed at young people are the result of content produced by influencers (Gremaud, 2024).

Finally, it is worth noting that although to our knowledge no court decision has been based on these provisions over the last 20 years, the Alcohol Law (Article 57; FedLex, 2025a) and the Food Act (Article 64; FedLex, 2025b) establish maximum sanctions for violations of advertising provisions. Intentional violations of advertising restrictions for spirits are punishable by a fine of up to CHF 40,000 (FedLex, 2025a). When such violations occur through negligence, the maximum fine is reduced to CHF 20,000. For fermented beverages (with <15% alcohol content), the Food Act (FedLex, 2025b) provides that intentional violations of advertising provisions are punishable by a fine of up to CHF 40,000, although it does not explicitly specify sanctions for negligent violations.

Strengths and weaknesses

As the literature review underlines, the Swiss legal framework regulating the sale and advertising of alcohol is rather permissive. It consists of a historical and cultural patchwork of concessions to different interest groups, without offering strong, coherent regulation in this area. As far as opportunities are concerned, the semi-direct-democratic political system undoubtedly offers possibilities for amending existing laws by referendum or popular initiative, but as shown by the "Yes to the protection of children and young people from tobacco advertising" initiative, accepted by the people in February 2022, a gap persists between the final product after revision of the law (which

might remain rather tobacco advertiser-friendly) and the initiative itself (which requested strict restrictions on advertising that could be viewable by minors). Tougher laws are unlikely to come about without a parallel evolution in morals, and a greater appreciation among the population (and politicians) of the health hazards associated with alcohol consumption.

As far as advertising messages are concerned, restrictions on images and associations of ideas - such as between drinking alcohol and having a good time with friends, or the almost synergistic link between alcohol and partying - do not apply to fermented beverages, contributing to the trivialization of alcohol consumption. In this permissive marketing context, the positive effects are emphasised, while the risks are relegated to the background, contributing to an anti-preventive effect (Addiction Suisse, 2011).

YOUTH'S PERCEPTIONS ON ADAM AND ITS ROLE IN ALCOHOL DRINKING

Alcohol marketing encompasses a wide range of strategies used to promote alcoholic beverages, from traditional advertising (TV, radio, billboards) to sponsorships, product placements, and increasingly, digital and audiovisual content. In recent years, Alcohol Digital and Audiovisual Marketing (ADAM) has become particularly prominent. ADAM includes promotional content disseminated through digital platforms such as social media, video streaming services, and influencer channels.

However, not all content that influences alcohol perceptions is clearly labelled or recognised as marketing, e.g., some influencer posts may not be explicitly marked as sponsored, but still function as brand promotion – blurring the lines between personal expression and commercial messaging. Additionally, reposts or shares by peers (friends or followers), which are hypothetically not considered ADAM, are often perceived by viewers similarly to branded content – especially when they amplify messages originally produced by influencers or brands.

In our study, participants frequently grouped all such content together, reflecting how blurred these boundaries have become in the online environment. Moreover, the "positive portrayal" of alcohol – through lifestyle associations, humour, or social appeal – can often be indistinguishable from formal advertising, further complicating how young people interpret and respond to alcohol-related content online.

Digital culture and attitudes towards digital advertising

While the vast majority of our participants used internet and social media very frequently – with many reporting use of up to two or even up to three hours per day – only few defined themselves as being particularly active on social media. Only one man and five women reported frequent active engagement in social media activities, i.e. active posting of content. The other 14 participants described that their presence on these platforms as rather passive or for private communication with peers only. Nevertheless, most of the participants regularly used social media and in particular Instagram, TikTok, Snapchat, and YouTube. These platforms were referred to as playing a central role in their daily lives, serving often as sources of information, entertainment, and communication.

> *"So, on Instagram it's... I'm not really the kind of person who will be there to do a lot of stories or posts. It will be more scrolling, going to check the news or even see information related to sports or related to news stories. And Snapchat is generally for chatting. We have a lot of groups with friends and others." (CH_02_M_18_monthly drinker)*

Expectedly, most of the participants reported being exposed to numerous digital advertisements on these platforms, but their level of digital literacy seems to vary. A significant portion of the participants perceived digital advertisements as being pervasive, even though they are often subtly embedded within social media feeds. Participants further mentioned that these contents can be difficult to differentiate from regular content, particularly when they are promoted by influencers, whose endorsements may blend seamlessly with their usual posts and recommendations. In that way it can be argued that some participants demonstrated strong critical skills, being able to identify advertising content and marketing strategies, such as the use of influencers to make products more appealing. On the other hand, some participants – a minority – seemed to pay less (to no) attention to these contents.

In the same way, attitudes toward digital advertising appear to be mixed among participants. For the majority, ads are generally tolerated, especially when they align with their tastes or interests, or purchasing habits. In some cases, they are even viewed positively, being perceived as entertaining and aesthetically pleasing. Nevertheless, a few participants also expressed a sense of fatigue, or even irritation, either due to the overwhelming frequency of ads, or because they promote products or behaviours potentially harmful (alcoholic beverages were in this context several times directly pointed out). Despite their widespread presence, several participants reported simply ignoring advertisements that do not fit their interests or curiosity. Some participants, on the opposite, reported sometimes giving up with avoiding some specific contents in the context of repeated exposure.

> *"Often what they're talking about isn't unfamiliar to me, because it's products that everyone knows. So, no, I'd say I take it more as a joke, as entertainment, rather than questioning or saying to myself « but what they're doing here isn't right » or thinking about the influence it has on others." (CH_02_M_18_monthly drinker)*
>
> *"(...) I don't know if he wanted to advertise the brand or what, but it's true that afterwards there were quite a few... How do you call them, people who actually republished. And then, well, at some point you scroll down, and you get twenty times the same thing". (CH_09_F_17_monthly drinker)*
>
> *"I don't think so, since the brands themselves aren't mentioned... But, on the other side, since they're examples of what we can do; he shows the best brands, the best things to buy; so he does a bit of advertising for these brands, even if he's not paid for it." (CH_01_F_17_monthly drinker)*
>
> *"The more I see an ad, or things like that, the more I'm starting to get interested and telling myself « so, they really want me to see this ad, I will watch it » and I would say that the more frequently an ad is coming on my videos or anywhere, the more I will end up watching it. Because it is an ad that follows me a bit as we could say (laugh), so that I will end up watching it. And that's finally the way you can be influenced at the end." (CH_20_F_16_monthly drinker)*

To sum up

- The majority of participants used internet and social media frequently (with many reporting use of up to two or even up to three hours per day), but only few participants described themselves as being particularly active on social media (e.g., in the way of posting regularly contents, except on private groups or so).
- Internet and Social Networks platforms were referred to as playing central roles in the everyday lives of the participants, serving often as sources of information, entertainment, and communication.
- Digital education appears to play a crucial role in shaping how participants perceive and react to digital advertising. While they seem to acknowledge that they are not entirely immune to its influence, those with a stronger understanding of advertising mechanisms seem better equipped to analyse and interpret such content.
- Several participants highlighted that advertisement can sometimes be subtle or even difficult to identify on social media platforms.

Advertising and marketing: what comes most to mind?

The most remembered

Many participants had difficulties to remember spontaneously and/or precisely the last alcohol advertising/marketing element they had seen. Some had in addition initial confusions with other positive portrayal of alcohol. After taking time to remember things, three participants (out of twenty) could simply not give any detail abouts an exposition to alcohol advertising and two participants referred e.g. to different types of support for the same advertisement (which highlights the relative disarray about these memories). Nevertheless, the other 15 specific descriptions reflected the large variety of alcohol advertising and marketing strategies operated in Switzerland. The most cited "setting" referred to was TV (n=5). Billboards advertising (either static or via video screen; n=4) and off- or on-premises venues branding elements or promotional content highlighting prices, discounts or special offers (n=3) were also mentioned by several participants. These traditional forms of advertising seemed to leave a lasting impression, likely due to their high visibility and frequent and/or repeated exposure in everyday life. The latter "strategy" – namely promotional contents highlighting prices, discounts or special offers - appeared to be especially remembered by the youngest participants, suggesting that price "sales pitch" plays a particularly important role in capturing attention among underage youths.

Digital exposition on Instagram and YouTube was another form of alcohol marketing/advertising mentioned when participants were asked to focus on last exposure to alcohol advertising (n=2). In the former case, i.e. exposition on Instagram, the participant referred to some kind of "casual" portrayal of alcohol, but considered that the brand presence was too prominent to not be organised. In the latter case, i.e. exposition on Youtube, the participants depicted an advertising video viewed during a "commercial break".

Finally, and even if this might be more seen as anecdotical, for one participant the last alcohol advertisement remembered was seen during outdoor sport activities, with the massive presence of the branding of a beer company on gondola ski lifts (n=1). This last case ultimately illustrates the variety of settings in which alcohol advertising is actually operated in Switzerland.

> *"It was on TV. Denner [Grocery chain] I think ; for special offers. That's the last time I saw an advertisement." (CH_09_F_17_monthly drinker)*
>
> *"I think it was in the street. I was going to the bank and then to my girlfriend. And so, yeah, it's there. Actually it was on the street, a billboard." (CH_11_M_18_monthly drinker)*
>
> *"I have nothing precised, but I think that the last one I saw, it was a… , how do you call that ? The billaboards you have on the street (…) I think [it was] just outside my home (…) I see it everyday when passing by actually. " (CH_18_M_19_weekly drinker)*
>
> *"So, it was in Marly [a village in Fribourg suburb]. (laugh) The shop was a gas station I think (…) and it was really similar to a price promotion (communication) for meat for instance. But then it was for beer. The brand ? I don't remember, maybe Heinkeken. But I'm not sure" (CH_04_F_18_monthly drinker)*
>
> *"It was an advertisement on Instagram. It was just pictures of beers. And I think there was one picture with people around a table, if I remember right." (CH_10_M_19_weekly drinker)*
>
> *"When skying. As a matter of fact, it was on a gondola ski lift. (laugh) (INT.: And what was it? Which brand?) I'm not sure which brand it was, as it was really a disgusting beer. (laugh) I*

> *was for beer! (INT.: On the gondola?) Yes! (break) It's Carlsberg, I believe it was." (CH_05_F_17_monthly drinker)*

When participants were asked about other ads or exposure to alcohol marketing they remembered (i.e. not the most recent one), many mentioned ads or marketing elements encountered on social networks, particularly Instagram and YouTube. These platforms appear to play a role in shaping consumer memory, likely due to their daily use and the occurrence of targeted advertising.

Physical public places advertisements (street billboard; especially advertisements tied to specific in-store promotions) were also frequently recalled. Taken together with elements pointed out with regards to the last advertisement remembered, this suggests that in general physical advertising remains a prominent media for attracting attention among youth in Switzerland. Supporting this hypothesis, on site "advertising" in festivals (e.g. branding on bars) was also brought up in this more general context (i.e. other alcohol ads remembered). Finally, television ads were also reported in this more open depiction, with again some referral to specific events or periods of the year (e.g. major sports events, barbequing in the summer, etc.) showing its continued relevance in advertising strategies.

These results clearly suggest that while digital advertising on social media appears to be increasingly prominent among participants, traditional forms of alcohol marketing – such as public spaces ads and television commercials – continue to be a standard in the Swiss context.

> *"I have an ad for beer that comes up on my Insta feeds page." (CH_02_M_18_monthly drinker)*
>
> *"Most often it's [ads for] the packs of beer that I see, that are on special offer at Denner [Grocery chain]. Or the wines, the rosés, the stuffs like that." (CH_01_F_17_monthly drinker)*
>
> *"On the street there are often [advertisements] for beers on discount." (CH_04_F_18_monthly drinker)*
>
> *"It might be a bit because it's often in the summer that these ads come up. But if I have to describe an ad I remember anyway, that was often on TV, it's the one for beers, Heineken or another brand, when there was the football competition. The Worldcup or the Eurofoot. That's the one I remember anyway." (CH_02_M_18_monthly drinker)*

Brands and types of beverages advertised

Only about half of the participants were able to recall the specific brand or type of beverage advertised in the most recent ad they remembered. Among those who did, the majority mentioned beer brands, particularly from well-known brewers such as Heineken and Feldschlösschen (the biggest Swiss brewery; a division of Carlsberg). Only one participant recalled the brand advertised when the advertisement was for another type of alcoholic beverage than beer (i.e. Apérol Spritz).

> *"I think it was the... for beers, I don't remember the brand, but it seems to me it's the ones where they are in the mountain, and they're walking. Yeah, that's the last one I saw" (CH_01_F_17_monthly drinker)*

The types and brands of alcohol mentioned by participants with regard to other advertisements (not the last one) revealed also a clear ascendency of beer, which accounted for most responses. In contrast, wine and spirts were rather rarely mentioned. Regarding specific brands, a large variety of brands were mentioned. While the Belgium beer *Grimbergen* (i.e. the beer represented with a Phoenix in the quotation below) was then slightly more frequently referred to than others, many other

brands like Feldschlösschen, Heineken, Leffe, Boxer (another Swiss one), Paulaner, and Moretti were also mentioned. This reflects a diverse range of brands remembered though advertisement, with no single one emerging as a clear forerunner in our participants' recollections. First, this observation suggest that beer advertising has a stronger presence and possibly a larger impact than other types/brands of alcohol among our participants. Secondly, the absence of a dominant brand in recollections could also simply indicate that multiple brands compete for attention with similar strategies, leading to more fragmented recalls among our participants.

> *"I have another example, but I don't remember it very well. I saw it on TV. And I can't remember the brand. But I know it was a beer where they represented it with a Phoenix (…) And well, there weren't really any other people represented in the ad. It was above all the idea of the Phoenix, and they symbolised that with the beer and this very idea that it symbolised that in fact." (CH_17_M_19_non-drinker)*

Main features and reasons for remembering

The features of the last alcohol advertisement recalled by participants often included specific visual elements, such as specific colours, product images, and settings. Many participants recalled scenes depicting people drinking in a social environment or in the nature (which is legal for beer and other alcoholic beverages with an alcohol content under 15% by volume). Additionally, brand recognition might play a role, as some participants could sometimes directly associate the advertisement with a particular brand, which might have enhanced their memory of it and reinforced its impact. Nevertheless, the most frequent reason why participants seemed to remember the last alcohol advertisement appeared to be linked to some kind of repeated exposure to similar features – several participants' descriptions highlighting that the more a given setting was depicted (or encountered) in similar advertisements, the more likely the ad might be remembered. In that way, some participants argued that repetition might be used in strengthening memory and reinforcing brands presence via advertisement. Additionally, ads that were connected to social happenings or gathering with friends seemed to be particularly memorable among our participants; such contexts eventually creating stronger associations and making the ads more engaging and relevant to participants' own experiences. In sum, our participants' reports suggest that repetition, emotional connection with sociability and real-life experiences, and visual distinctiveness might be key elements used for successful - as these ads and features were remembered - alcohol advertising in our sample.

> *"The last one I remember must have been on TV. I don't remember the brand, but all I know is that it was a bit like the other ads. I have the impression, it's friends sharing a beer around a fire, and something very friendly that is represented above all (…) Because they're on TV quite often, I think. (...) You don't just see them once, they come back quite often. And they're all pretty much the same. In fact, they all represent the same mood.* (INT.: Right. The same mood as you were talking about before?) *Yes. (...) This very friendly mood." (CH_17_M_19_non-drinker)*
>
> *"(...) the colours were good - as far as I remember, the colours were good. (...) it was set up in such a way as to highlight the product." (CH_08_F_17_monthly drinker)*
>
> *"I think it's because it comes by a lot. It's been by a lot, so it sticks in my head. Maybe it's also due to the fact that it's a beer I'm sometimes drinking, maybe. I could link it to both, maybe." (CH_02_M_18_monthly drinker)*

Regarding other significant alcohol advertisements or portrayal remembered (i.e. not the last one), participants recalled, as already mentioned above, a variety of formats including social media,

television, and physical ads in public spaces. In these cases, the nature and contents of the messages, such as the portrayal of social drinking (e.g. in the context of celebrations or big sports competitions) or the visual/aesthetic properties of the ad (e.g. a specific colour), were also highlighted as key features, potentially contributing to their memorability. Features in line with natural (e.g. natural resources or typical landscapes), historical (e.g. elements in line with historical heritage or mythology) and cultural (e.g. local food or gastronomy) were also referred to in the different description provided. Personal experiences of specific properties (e.g. the freshness of cold beer) or type/brands of drinks (e.g. a brand previously or regularly consumed) were also referred to. When asked about (other) reasons that could explain why these specific ads or portrayals were remembered, participants primarily linked it to the same key features as for the last remembered advertisement, namely repeated exposure to similar content and to the strong impact of price promotions (which appeared to be particularly memorable for younger audience, who is more sensitive to price-related offers). Yet, other features, such as the presence of celebrities or other obvious characteristics (e.g. the very large scale of an ad) were also occasionally mentioned.

> *"I wouldn't be able to say the name of the ad right now. But for example, sometimes there are ads for the holidays... Especially at the end of the year, around New Year's, there are ads that show a whole social life, a whole family life and where they're having a drink, or just like that." (CH_05_F_17_monthly drinker)*
>
> *"And also, as it is my favourite colour. I think it is maybe also for this reason I do remember it better. But I don't know." (CH_08_F_17_monthly drinker)*
>
> *"They certainly used representations of influential people, who could often be stars or celebrities. And then, otherwise, the product was put forward in a way that made you want it, you could see that it was fresh. If I take beer as an example, the freshness was appealing (...)." (CH_02_M_18_monthly drinker)*
>
> *"I think it's because I've already consumed this drink. And then the poster was quite big, so I think that plays a part too." (CH_11_M_18_monthly drinker)*

Based on these features and further on some of the reasons mentioned for remembering alcohol ads or portrayal, participants expressed a range of sentiments. On the positive side, some participants enjoyed visually appealing and creatively executed ads, particularly those that presented alcohol in a fun and social context echoing with their personal experiences. Several noted that well-made advertisements could enhance their perception of the product, making it appear more desirable.

> *"I thought it was quite stylish." (CH_06_F_16_weekly drinker)*
>
> *"In general, the product is quite prominent. (…) the product was put forward so as to make us want it. You could see that there was freshness. If I take the example of beer, freshness, it makes you want some." (CH_02_M_18_monthly drinker)*
>
> *"Yeah, I see it more in the content creators way; who do a bit of promotion like "What cocktails can you make with this alcohol" or stuff like that. (…) Well, I think they always play with colours, flavours, and so on." (CH_13_F_17_weekly drinker)*

However, there were also significant negative reactions. Some participants were for instance rather critical towards advertisements eventually targeting young people, expressing concerns that such marketing could promote unhealthy drinking behaviours and contribute to early alcohol consumption. Additionally, regarding audio-visual contents in general (and thus not specifically alcohol

advertisements), some participants were in general not at ease with the portrayal of alcohol e.g. in TV series and movies, which they referred to as unrealistic and possibly misleading young viewers about social norms surrounding drinking.

> *"So I think it's more for that, because there are lots of kids on that road, and it's not too too good for people in general to drink (…) (INT.: Why do you think you do remember this advertisement?) (laughs) Well, maybe because it's unusual. I mean, I'm shocked because it's like cigarettes, you're not supposed to sell them because they're not good for you." (CH_04_F_18_monthly drinker)*
>
> *"I hardly ever watch TV, so it's true that when I saw it I was a bit surprised, I wasn't expecting this kind of ad." (CH_09_F_17_monthly drinker)*
>
> *"(…) it's really something that's starting to get on my nerves. (...) In all TV series - I'm watching less and less movies, but in TV series in particular, it's very rare nowadays not to watch a series with young people drinking, especially American series (...) Every time they have a party in their high school, there's alcohol, they all get drunk, they're ripped off (...)." (CH_14_F_18_non-drinker)*

To sum up

- While participants had sometime – or even often – difficulties to remember spontaneously and/or precisely the last alcohol advertising/marketing element they had seen, a large variety of advertising and marketing strategies were depicted after taking time to recall things.
- Specific examples illustrated the large variety of settings in which alcohol advertising is actually operated in Switzerland.
- Results clearly suggest that while digital advertising on social media appears to be increasingly prominent, traditional forms of alcohol marketing – such as public spaces ads and television commercials – continue to be a standard in the Swiss context.
- A large share of advertisements discussed related to beer brands.
- Participants' reports suggest that repetition, emotional connection with sociability and real-life experiences, as well as visual distinctiveness might be key elements used for successfully – as these features were remembered – advertising alcohol in our sample.
- Several participants acknowledged that some alcohol ads were entertaining, creative, and/or visually appealing ant that these properties were eventually making the product itself appealing.
- Participants expressed mixed feelings towards alcohol advertisements, balancing appreciation for their creativity with concerns about their influence.
- Awareness of the potential negative impact of alcohol marketing, particularly on younger audiences, was repeatedly reported.

ADAM exposure: perceived effects and attitudes

Perceived level of alcohol marketing exposure via Digital or other channels

In addition to descriptions referred to above, in line with TV commercials that were frequently referred to with regard to when documenting alcohol advertisement exposure, exposure to audiovisual and digital alcohol marketing (ADAM) also referred in our sample to content published on Internet and Social Networks. Perceived level of exposure to these specific contents appears to vary significantly from participant to participant, with exposure level described as ranging from very low to high. In addition to some substantial digital exposition on Instagram and YouTube referred to as advertisement (already mentioned earlier), ADAM content was also commonly encountered on platforms such as TikTok and Instagram, most of the time without obvious associations of ideas to advertisement. It was then depicted by our participants as content shared through posts from friends or influencers. The descriptions made of these contents were typically relating to alcohol portrayed in a positive and enjoyable context. It mostly related to alcohol being "present" at social gatherings, celebrations, and casual get-togethers. Many participants specifically recalled videos featuring fun cocktails or group drinking scenarios, reinforcing the idea that alcohol is associated with fun, social bonding, and festive occasions. This reflects how social media platforms possibly contribute to the normalization of alcohol consumption, often presenting it as an essential component of social enjoyment and shared experiences, which could further influence viewers' attitudes towards drinking.

> *"(INT.: When you are online, how often do you see or hear positive content about alcohol consumption?) Never. (INT.: Never?) Positively… I don't think so. I mean, yes, "no"; almost nothing." (CH_03_F_17_non-drinker)*
>
> *"Yes, on TikTok it's awful. Every five minutes you had a new video about mixed-drinks or stuffs like that." (CH_09_F_17_monthly drinker)*
>
> *"Well, I think what I see most is on TikTok, people talking about mixes or cocktails to make, or party things." (CH_01_F_17_monthly drinker)*
>
> *"Well, either it's stories of friends who are out at parties, showing who's drinking. And... Otherwise that's all there is. That's the only times I see positive things about alcohol; at least from what I've noticed." (CH_05_F_17_monthly drinker)*

Participants suggested that social media algorithms have a substantial impact on the visibility of alcohol-related content. Many shared that their interactions with specific types of content, such as liking or engaging with party videos or nightlife-related posts, led to an increase in targeted alcohol contents appearing on their feeds. On the contrary, some participants mentioned that they never engaged with this kind of content, which in turn led to them rarely or never seeing alcohol contents on their feeds; Taken together, these observations highlight the extent of targeted content relating to alcohol proposed (or imposed) to users on social media. This further raises questions about how this personalised exposure could impact users' attitudes and behaviours regarding alcohol consumption.

> *"(INT.: So why did you receive promotional content for alcohol? Why do you think it landed on your TikTok feed?) I think it's because I've been liking a lot of stuff from parties where people say « Yeah, we had a bit too much to drink last night » and stuff like that. So maybe the algorithm picked up on it. I once liked several of this guy's videos, so I think that after I liked them they suggested others." (CH_01_F_17_monthly drinker)*

> *"(INT.: Okay. In your opinion, why haven't you received any promotional content for alcohol? As you said, you don't see it on social networks?) Because I'm not interested, I guess. (INT.: You're not interested?) I don't look at it, it's not in my news and stuff. (...) I think if I looked at people who showcase or whatever, I'd have more content on that." (CH_03_F_17_non-drinker)*
>
> *"(INT.: OK, could you please describe these advertisements for instance on Instagram?) On Instagram, it depends. Sometimes it's stories from people who are in a bar or things like that. Sometimes it happens when you scroll down many stories, that you have commercials, and maybe you see a video of a guy drinking « this drink ». And, yeay, there are also advertisements, yes!" (CH_16_F_19_monthly drinker)*

Attitudes towards alcohol advertising exposure

In general, participants expressed ambivalence about alcohol advertising and scepticism about its influence on their own drinking choices. In particular, there was a general concern about the targeting of young audiences by alcohol brands. Participants conveyed discomfort with the idea that marketing strategies are specifically designed to appeal to younger consumers. Some voiced the opinion that it is inappropriate to promote alcohol to this demographic, highlighting the potential risks of such marketing tactics – in particular tailored contents and the use of algorithms – on underage youth and on potentially vulnerable individuals.

Some participants also expressed discomfort with alcohol promotion when it is linked to social situations that might encourage unhealthy behaviours. They noted that advertising often associates alcohol with fun, carefree moments, but can overlook the potential dangers that arise from excessive consumption. Furthermore, personal experiences with alcohol, such as having relatives or acquaintances affected by alcohol problems, also played a role in shaping some interviewees' attitudes towards advertising. For these participants, the background led to a heightened sensitivity to the potential negative impacts of alcohol marketing, making them more critical of the ways in which alcohol is portrayed and promoted.

> *"I do think it's not the best. Inevitably, it's like ads for tobacco or other things. It's linked to health or even to the impact it has on young people. It's maybe not the best thing to do. So, for me, it's... it's positive because in itself it allows us to discover new things, but we have to pay attention to what it relates to, to the people it affects. So, [I have] a rather mixed opinion on that." (CH_02_M_18_monthly drinker)*
>
> *"Well, personally, I think it's still, well… I would say that influencers, for example, shouldn't necessarily promote this kind of products. Especially since we know that these products have a certain impact on health. And we know this kind of influencers has often a lot of impact on fairly young people, often minors. So, it should be limited, frankly" (CH_17_M_19_non-drinker).*
>
> *"It doesn't bother me because I'm old enough to see it. But I think it's a bit odd if it comes in the « for you » of people who are much younger. But [for me], it doesn't bother me." (CH_01_F_17_monthly drinker)*
>
> *"Personally, no, it doesn't bother me more than that. I just think that some people might fall into it after consuming in moderation, of course. But I know that. There are some who don't necessarily know, who get into it and end up alcoholics. But I'm thinking especially of my friend's father, who was an alcoholic for a long time. Now he is down again, everything is good. But he also tells me that as soon as he walks down the street, there are advertisements*

> *everywhere, there's alcohol everywhere. And yeah, I think we don't pay much attention to these people actually". (CH_11_M_18_monthly drinker)*
>
> *"I hate that thought. I grew up with a father who is an alcoholic. So, it's stuff like that, that motivates people to have to drink even when it's not festive. It's just because it's to sell. It's to make a profit. I find that completely stupid. I hate to think about the fact that certain people out there... I can think, for example, that my best friend might fall into alcohol because of advertising like that." (CH_05_F_17_monthly drinker)*

In total, participants exhibited a range of attitudes towards alcohol advertising and marketing, characterised on the one hand by scepticism about its influence on their own drinking behaviours and, on the other hand, concerns with regards to its influence on potentially vulnerable individuals. In particular, marketing techniques targeting young audiences were pointed out, with expression of concern regarding the normalization of drinking among youths. This highlights a tension between the acknowledgment of alcohol marketing's persuasive power and the desire for more responsible marketing practices. It also suggests a growing awareness of the potential long-term impacts of such marketing, especially on vulnerable populations.

Perceived impact of advertising and channels with the greatest impact

Regarding the impact of advertising, many participants argued that alcohol advertisement did not influence them in any way in their choices. Yet, a majority of our partricipants claimed that other people might be influenced by such advertisement. In particular, and as seen earlier, concerns about the potential impact on younger audiences were often expressed. In this context, a few participants nonetheless hinted at a possible influence of alcohol advertisements on themselves on the long run.

> *"(INT.: OK, and do you think alcohol advertising works on young people?) Er (on) me? Well, I would say not. In any case, I don't think any ad has influenced me to buy alcohol. Then, in general, I would say yes, because among the people I know there are people who are… who are very much influenced. Who smokes a lot with puffs and all that sort of things. So if they see ads for alcohol, I think it could influence them." (CH_15_M_17_weekly drinker).*
>
> *"So at that time,... At the time, no. But I have to admit that I'm a person who is not overly influenced, well who is not overly influenced by ads, even though I consume on a daily basis some products that are promoted. It's more out of habit than because of advertising making me want some. So, I would say that in principle I don't feel like having some at the time [I see the advertisement], but it happened to me to have some later on, either unconsciously or because I'm used to having that particular brand." (CH_02_M_18_monthly drinker)*

With regard to channels or medium with greatest impact, many participants mentioned social media as a very potent medium and several participants acknowledged that alcohol content exposure through social networks and influencers can have a significant impact, especially on "more easily influenced" people. Social media platforms, an in particular Instagram and TikTok, were frequently mentioned as potentially having a significant impact on drinking. For instance, participants highlighted that social media algorithms often tailor contents based on previous interactions, raising concerns about their influence on young people's attitudes and behaviour (see also above *Perceived level of alcohol marketing exposure via Digital or other channels*). In this context, participants noted that they were regularly exposed to alcohol-related content through influencers and peer posts.

Influencers and celebrities were perceived as having a large impact on younger audiences compared to traditional ads, as they appear more relatable and accessible. Their recommendations and depictions of alcohol consumption were seen as having the potential to make it seems more

appealing, potentially encouraging followers to try a given brand or product and more generally normalizing alcohol use in everyday life. In that perspective some participants depicted influencers as key figures in promoting alcohol consumption, particularly among youth. Participants acknowledged that influencers frequently showcase alcohol in their content, which was discussed as also having the potential to influence the followers' perception and behaviours or in general to normalise alcohol consumption. This practice was seen as powerful, as influencers have the ability to create trends and influence lifestyle choices.

> *"(INT.: And do you think influencers can play a role in promoting alcohol consumption?) Uh, I think so, because nowadays advertising is very much going through that. Many people follow someone, and if that person does a product placement, then will think that's good if the person promotes [something specific]. Or even otherwise, it can go the other way, if an influencer discredits a brand or something, that might not help. (...) So I think that yes, they have an important spot in marketing nowadays. (INT.: And why do you think it works?) I think it works because we are becoming more and more attached to them, either through social networks or other ways. They are able to bring together a community. And some people in these communities are more… more attentive, or have maybe less of a critical mind, or will more easily follow what someone they like says (…)." (CH_07_M_19_non-drinker)*
>
> *"(…) and [we know] this kind of influencers has often a lot of impact on fairly young people, often minors." (CH_17_M_19_non-drinker).*
>
> *"(...) for example, if I take stars like Messi or Ronaldo, wearing Nike or Puma, that's going to have an impact. Well, that's not in the alcohol field, but it will have an impact on people's choices." (CH_02_M_18_monthly drinker)*

Similarly, peers' publications or reposts on social media seem also to play a significant role. Drinking experiences shared by friends through stories and posts were often mentioned in this context. Alcohol related user-generated content was presented as creating a sense of community around alcohol consumption, making it feel more accessible and appealing. The casual, relatable nature of content on social media, as opposed to traditional advertising, was also considered to make these contents particularly effective. Many participants shared that seeing friends or influencers casually enjoying alcohol in everyday settings made it seem more acceptable and desirable, and could further shape the perception that drinking is a normal and enjoyable part of social interactions. Here again several participants expressed concerns about the impact of such alcohol-related contents on younger viewers. While the participants themselves were of legal age (at least for purchasing fermented beverages), they noted that younger audiences might be more susceptible to the influence of such content and that exposure could potentially shape their attitudes toward alcohol at an early age.

> *"Uh, I think maybe showing people who are having a good time, smiling, who are at the beach and are relaxing in the summer with a beer or whatever, that might have hight likelihood [to influence someone], because it gives them a perspective and they think: « Ah yeah, that could be cool » and so, or « Ah, let's do something like that next time ». And I think that might be [thinks like] that, that also works the easiest." (CH_07_M_19_non-drinker)*
>
> *"It doesn't bother me, because I'm old enough to see it. But I think it's a bit odd if it comes in the « for you » of people who are much younger. But [for me], it doesn't bother me." (CH_01_F_17_monthly drinker)*

> *"Totally, because now there are so many people who are influenced by this… (…) I have the impression, that there are more and more people who get influenced now, also much more easily. And so, there I say « Yeah that's... », there are some people who will say «Yeah that's cool» and often they will drink." (CH_05_F_17_monthly drinker)*

Experiences and attitudes towards different types of advertising

As obliquely documented through analyses and examples presented above, our corpus highlights that in addition to marketing via social media, three other crude – and not mutually exclusive – types of alcohol of advertising or marketing emerged as rather important in the Swiss context based on the views expressed by our respondents: Advertising processes referring to price and offers (as a content, independently of the type of advertising support), the use of different conventional marketing supports (e.g. billboards, TV commercial), and promotion of alcohol use via portrayal of alcohol in "traditional" audiovisual media (e.g. depiction or portrayal in movies and TV series). Jointly, these different "types of advertising" were viewed as potent support for the normalization of alcohol use among youths in Switzerland. Attitudes towards these different types of advertising nonetheless diverged.

First, with regards to advertising and marketing through social media, about which the experiences and attitudes of participants were already addressed in detail under the headings *Advertising and marketing: what comes most to mind?* and *ADAM exposure: perceived effects and attitudes*, one interesting element specifically emphasised by one of the participants was that he began receiving targeted alcohol ads after engaging with alcohol-related content on platforms like Instagram. This highlighted from his point of view the high incidence of behaviour-based advertising. Regarding other specificities of alcohol advertisements on social media, some participants also mentioned contents with direct or indirect product placements on YouTube, presenting alcohol-related elements often in a fun and light-hearted manner. These subtle forms of promotion, which were sometimes described as seamlessly blending into entertainment content, were described by our participants as contributing to the normalization of alcohol consumption by associating drinking with funny activities, leisure and enjoyment. In that way such contents were depicted as making alcohol (or even drunkenness) seem like a natural and appealing part of everyday life. Potential impact on specific purchase processes was acknowledged by only few participants, considering in addition this direct influence in a larger time frame. Participants expressed specifically concerns regarding the impact of social media on youths' perception and attitudes towards drinking through this normalization process. Accordingly, while participants appeared less critical towards social media marketing when considering themselves being targeted, they were generally pretty much worried regarding young or younger audiences being targeted by this type of marketing. Our corpus accordingly highlights an ambivalent but sometimes rather critical attitudes towards this type of audiovisual and digital alcohol marketing (ADAM).

> *"On social networks, I have heard, or rather seen, a YouTube video that talked about parties organised by influencers. Well, the parties are in fact organised by alcohol brands. So, they showcase alcohol. So, there are influencers who go there and then, in the background, there is the brand of alcohol. That can influence people."(CH_15_M_17_weekly drinker)*
>
> *"(...) it's two French youtubers. I think their channel is « Scott.t.v ». It's two guys who don't give a damn, who get... Every weekend they're completely destroyed, if I may say so (laughs). And, it seems to me that they've created their own brand of beer taps. So they do not hesitate showing off their product in their videos (...) (INT.: And do you think influencers can play a role in promoting alcohol consumption?) Definitely! (INT.: OK, why?) At least with young*

> *people. Well, the young people of our generation - my generation or the one that's coming up - are increasingly on the networks, especially TikTok and others. And when you see how many views or how many... what are the viewing statistics, you say to yourself that young people are um... how can I put this... I've lost the word. They're being, um... influenced by these... well, web guys." (CH_02_M_18_monthly drinker).*
>
> *"It doesn't bother me because I'm old enough to see it. But I think it's a bit odd if it comes in the « for you » of people who are much younger. But [for me], it doesn't bother me." (CH_01_F_17_monthly drinker)*

Second, with regards to advertising and marketing campaigns addressing consumers through discounts and promotions, independently of the type of support, these specific types of advertising technics were repeatedly mentioned as particularly effective marketing strategies. Participants mentioned that price reductions and special offers on alcohol could significantly influence purchasing decisions, making certain products more attractive. This reflects a broader trend in which price sensitivity plays a crucial role in consumer behaviour, especially among younger demographics, who were seen as more likely to be influenced by financial incentives when making purchasing choices, prioritizing affordability. Nevertheless, as these marketing methods are very common in Switzerland (for all types of foodstuffs) attitudes towards them were rather neutral, or even uncritical.

> *"(INT.: OK, what type of marketing would you say has the most impact, the most appeal?) I think it's ads with price promotions. Because... with it, it's cheaper. And as long it involves money, it's the strongest thing. You can save money. And maybe you didn't think about it, so you will say to yourself «ah yes, maybe I'll go out on Friday and I should buy that»." (CH_01_F_17_monthly drinker)*
>
> *"(INT.: Do you think there are types of marketing that can more easily catch youths' attention and impact them?) Maybe just... for example, when we want to go to a party and we want to buy alcohol, well at Denner [Grocery chain] for example. What would make us want to do it more, I think, it's just to say, uh, the first few times, «Buy one and you'll get another for free» or «Buy two for one or buy another one half-price». I think it's mainly these kinds of techniques that can get us into that. (INT.: Like if there are sales or discounts, things like that?) Yeah, yeah, especially sales, especially sales (laughs). (INT.: And have you already seen these types of sales [meaning reduced price] in newspapers or on Instagram, where they show alcohol on offer?) Yeah, [there are] a lot in the newspapers [meaning leaflets] from Denner or Ottos [Grocery chains], from what I've noticed. Well, when my mum comes back with the the contents of the letterbox, there's this kind of flyers and at the end there's a whole catalogue of discounts on alcohol, on wine, on all kinds of stuff." (CH_05_F_17_monthly drinker)*

Third, with regards to the use of conventional marketing supports, as mentioned earlier, the three most common types of advertising reported concerning last exposure to alcohol advertisement were TV commercials, billboards/outdoors advertising, and off- or on-premises venues branding elements or promotional content (representing together most supports/contents specifically remembered about last exposure in our sample). Participants' reports further suggested that these traditional forms of advertising seemed to leave a lasting impression, due to their high visibility and frequent and/or repeated exposure in everyday life. In general, participants had very neutral - or even uncritical – attitudes, these alcohol marketing methods being legal and common in Switzerland. One exception was billboards/outdoors advertising, regarding which a couple of participants expressed concerns when present in settings with high attendance or passing of kids.

> *“Eh, I think it’s a bit banalizing the stuff. It shows that it's not too dangerous; « If there's advertising in the street, it’s that it is okay». Well, I think that's what a child might think.” (CH_04_F_18_monthly drinker)*

Lastly, with regards to unintended or intended promotion of alcohol use via portrayal in “traditional” audiovisual media, and more specifically scenes with presence of alcohol or episodes of alcohol consumption or drunkenness in movies and TV series, several participants reported that alcohol is very frequently portrayed positively in movies and TV series, and that in their view this can shape the perceptions and attitudes of young audience towards drinking. Many participants referred to specific scenes where alcohol consumption was depicted in celebratory context, reinforcing here again the idea that drinking is a natural part of social interactions. In particular, one participant specifically mentioned a TV series, where alcohol was frequently present in party scenes, contributing to its association with fun and excitement. As regarding the promotion or portrayal of alcohol and drinking through social media (the other digital type of advertising referred to recurrently), attitudes toward portrayal of alcohol in contemporary audiovisual production was more critical than for more conventional or traditional media. More specifically, scenes with presence of alcohol or episodes of alcohol consumption or drunkenness in movies and TV series were as well considered as very potent ways to banalise or normalise alcohol consumption and drunkenness, which was clearly appreciated as negative by the participants referring to it.

> *“I think in a good half of the series I have been watching, there is in almost at least one moment where you see characters drinking alcohol.” (CH_08_F_17_monthly drinker)*
>
> *“Ah, yes, in TV series, of course, when there are parties and so on, well, there's alcohol (laughs) (...). But yes, in TV series and films, there's definitely some. (INT.: Do you have any examples to give?) Yeah. Well, for example, in the series Euphoria, there are often... - I don't know if you know what it is… (INT.: Yeah, yeah, I've watched it too.) There are often (laughs) parties and so on. And you can see the alcohol consumption. (INT.: And how do you think drinking is portrayed in this series?) Well, it's more about having fun. (…). But, er, it's more about young people having fun at parties and so on. (INT.: OK, how do you like or dislike this kind of sequence, for example in Euphoria, how is it portrayed, etc.?) Well, I don't necessarily pay attention to the fact that there's alcohol. But yes, afterwards, of course, it's interesting. All the young people are a bit (laughs) … a bit drunk. And, yeah, well, like us in everyday life when we go out, you know.” (CH_04_F_18_monthly drinker)*

To sum up

- Participants reported differing levels of exposure to alcohol-related content on digital platforms, particularly on Instagram, TikTok, and YouTube. This content often appeared informally through posts by influencers or friends, presenting alcohol in positive, social settings.
- Social media was seen as a key medium in normalizing alcohol consumption, especially through casual portrayals in everyday life and celebrations. These representations reinforced the idea that drinking is a natural part of fun and social bonding.
- Several participants recognised that social media algorithms amplify alcohol-related content based on user engagement. This raised concerns about unintentional targeting and its potential influence, especially on youth and vulnerable users.
- While participants often denied personal influence from alcohol advertising, they believed others — particularly younger audiences — could be affected. They expressed discomfort with marketing targeting youth and associating alcohol with carefree or risky behaviours.
- Influencers and celebrities were seen as especially impactful, more so than traditional advertising. To the view of participants their relatable and lifestyle-oriented content subtly promotes alcohol use and may shape followers' behaviours and attitudes.
- Independently of the kinds of supports (digital or physical), price-based marketing strategies like discounts and special offers were acknowledged as effective, especially for younger consumers. However, participants generally viewed this form of advertising as commonplace and not particularly concerning (i.e. neutral attitude).
- Apart from online audiovisual and digital alcohol marketing (ADAM), more traditional advertising media (e.g. TV ads, billboards, and branding at venues) remained memorable due to frequent exposure. These methods were mostly viewed neutrally, though some concern was raised about billboard ads near places frequented by children.
- Alcohol consumption depicted in traditional audiovisual media was criticised for reinforcing its association with fun and social acceptance. Such portrayals were seen as contributing to the normalization of alcohol, especially among younger audiences.

Knowledge and attitudes towards alcohol regulation

This section explores participants' perspectives on the acceptability and perceived effectiveness of alcohol marketing regulations and broader alcohol control policies in Switzerland. It focuses on three key areas: (a) the level of knowledge the participants have about existing laws and regulations governing alcohol advertising and consumption (and their attitudes toward these measures), (b) their perception on effectiveness of alcohol marketing regulation and more generally of alcohol control polices, and (c) suggestions to improve current framework, with a specific attention given to initiatives in relation to alcohol advertising regulation. Together, these themes provide insight into the perceived adequacy, fairness, and necessity of current regulatory frameworks.

Acceptability of alcohol marketing regulation and alcohol control policies

To begin with, participants demonstrated limited awareness of existing regulations, highlighting a potential disconnect between policy and public knowledge. In particular, the corpus reveals a significant lack of awareness among participants regarding the existing regulations on alcohol advertising in Switzerland. Specifically, most participants acknowledged being unaware of the rules prohibiting strong alcohol advertising on television, radio, or in public spaces. This suggests that such regulations, although in place for decades, may not be adequately publicised or enforced. Only one participant was able to recall a specific regulation, mentioning that he thought a law prohibiting alcohol advertising targeting young people existed. This highlights a potential gap in communication or education regarding these policies.

> *"(INT.: Do you know if there is any regulation or law that concerns alcohol advertising in Switzerland?) I have no idea!" (CH_01_F_17_monthly drinker)*
>
> *"I don't know. All I know is the legal age from...at which you can drink [to be understood as purchase] alcohol!" (CH_06_F_16_weekly drinker)*
>
> *"Well, it would seem logical to me that it should be illegal for influencers to advertise alcohol or things like that, but I don't know if there really is." (CH_18_M_19_weekly drinker)*
>
> *"Well, I had heard of a voting that wanted to ban advertising in public places, I think. Or I don't know if it was for tobacco. But what if there's already a law? No, I don't really know. I think there is a law, but maybe specifically for young people (…)" (CH_15_M_17_weekly drinker)*

Many participants further express a strong belief that there should be regulations in place to restrict alcohol marketing, especially when it is directed at young people. There was a widespread agreement that current regulations are insufficient to effectively reduce exposure to these advertisements. The strong influence of alcohol industry was also mentioned as a barrier to sound regulations. Accordingly, many participants suggested that existing laws failed to prevent alcohol marketing from reaching younger audiences and therefore advocated for stricter regulations, that would further limit the visibility and reach of such ads. Interviewees emphasised further the need for more comprehensive prevention efforts, particularly concerning the dangers of excessive alcohol consumption. They argue that public health campaigns should be more prominent, addressing the risks of alcohol use and raising awareness about its potential harm. This underscores the concern that current regulatory frameworks may not be keeping pace with modern marketing techniques, especially on social media. It also suggests that there is a growing recognition of the need for preventive measures that go beyond just restricting advertisements.

> *"(INT.: OK, and do you know if there are any regulations or laws on alcohol advertising in Switzerland?) No, I don't know. But then, given that there's so much... After all, the alcohol industry is pretty strong in Switzerland, so I don't think it's... I think the law is pretty weak (...). (INT.: OK, so you think there should be rules or regulations?) Well, yes, yes. Yeah, it's still very harmful. (INT.: And what do you think the rules should be?) First of all, they should highlight the dangerous effects of alcohol. Otherwise, I don't really know, I'm not in marketing. But yes, they should highlight the dangers of alcohol consumption, especially excessive consumption." (CH_10_M_19_weekly drinker)*
>
> *"(INT.: Do you think there should be rules?) Yeah, yes. (INT.: For advertising?) Yes. Well, mostly. Well, as I was saying, in relation to young people and so on. I mean, I think that if there's not a lot of advertising about alcohol, we're better off." (CH_04_F_18_monthly drinker)*
>
> *"It should be much more restricted and, first of all, it shouldn't be accessible to the eyes of underage people who might be influenced by it. Because when you're underage, you're much more influenced than when you're of age." (CH_05_F_17_monthly drinker)*
>
> *"(INT.: Is it justified for them [the authorities] to regulate alcohol advertising that specifically targets teenagers?) Yes. Yes, it's justified, because, well, I don't think they have set an age for nothing, or a law for nothing. So it's normal to have restrictions on advertising to minors." (CH_12_M_18_monthly drinker)*

When discussing alcohol control more broadly, many participants expressed support for regulatory measures, especially those aimed at protecting public health and reducing alcohol-related harm. Many individuals express strong support for existing regulations on alcohol, particularly due to the widespread normalization of drinking in various social contexts. Given this pervasive influence, participants expressed that regulations are necessary to help control and moderate alcohol consumption, especially to protect vulnerable groups such as young people.

> *"(INT.: But do you agree with the fact that the laws provide a framework for what we're allowed to do?) Yes, I think that… I think that's good. (INT.: Why?) Well, because drinking alcohol has become very popularised. So, it seems a bit normal [to drink], while it's just as harmful as a lot of other things. And yet, it's not as regulated as some other things, even though... I saw an article where it was counted as, eh... It's one of the most dangerous things, I mean for our bodies, and yet it's something that's super legal and... Yeah, well, I think it's good to set limits." (CH_01_F_17_monthly drinker)*
>
> *"Well, I think that's quite a positive thing, because it also shows that the canton cares, well, the cantons or others care about the state of health of these young people. It's also quite important to do this, because we often know that alcohol is an addiction that can be, well, that can develop. So, if we try to take the idea away from certain people [to drink], it may help to avoid, not the worst, but um, some addictions or other things. So, for me it's a good thing, yeah" (CH_02_M_18_monthly drinker)*

In this context, many participants expressed that it was specifically the role of public authorities to regulate alcohol sales and consumption. They argued that, given the potential harms of alcohol, especially for younger individuals, state intervention is necessary. This perspective includes support for measures like enforcing minimum age requirements for purchasing alcohol and implementing stricter laws to prevent drunk driving, which are seen as crucial steps toward protecting public health and safety.

> *"(INT.: OK, and in your opinion, is it the role of the state or the public authorities to say to a certain extent who or when people can drink or buy alcohol?) Yes, it's the state's responsibility. (INT.: And why do you think it's their responsibility? If you have an idea…) The state has a responsibility to protect the population. Well, first of all, from external dangers, but also perhaps from their own dangers. But that's precisely why there are regulations. It's not just to protect them from other people, but also sometimes from themselves, if they have trouble controlling or protecting themselves." (CH_19_M_16_non-drinker)*
>
> *"Well, the thing is, if they don't do it, who will? That's the thing, in fact (laughs). It's not the shops that are going to say « Oh no, we want it to be 18-year-olds for buying alcohol », because they're happy, as long as they're selling, frankly. So, if the authorities don't do it, nobody is going to do it. And, so, yeah, as far as I'm concerned, it's their role to do that, yes." (CH_04_F_18_monthly drinker)*

Conversely, a couple interviewees were more ambivalent or questioned whether or not it is the duty of public authorities to decide when or where people can drink. In particular, one participant argued that individuals (or their family) should have the autonomy to make their own choices regarding alcohol consumption. The fact that some participants seemed to somehow prioritise individual freedoms over collective safety, which could complicate efforts to develop and/or implement stricter alcohol laws, highlight the strength of economic liberalism or liberal mindedness in Switzerland.

> *"(INT.: So, do you think it's the duty of public authorities to say in a certain way who and when people can drink or buy alcohol?) Bah…. On the one hand, yes. But on the other, it's about people's freedom, technically. But then, well, the problem is that it's still very legal. But in fact, I think you should set some limits." (CH_01_F_17_monthly drinker)*
>
> *"(INT.: OK, do you think it's the role of the public authorities to say who or when people can drink or buy alcohol?) Not at all. (INT.: Why?) Because it concerns the person themselves, or their family." (CH_06_F_16_weekly drinker)*

In summary, while knowledge of existing alcohol regulations appears limited, there was a rather broad support among participants for stronger control measures — particularly those aimed at protecting younger and more vulnerable populations. The call for stricter marketing regulations reflects growing concern about the normalization of alcohol consumption, especially in the context of digital media, and the perceived inadequacy of current policies. Together, these insights suggest a public openness to more proactive and preventive approaches in alcohol policy and regulation.

Perceived effectiveness of regulations

Despite existing regulations, participants repeatedly argued that young people continue to be exposed to alcohol marketing through various channels. Many participants agreed that regulations are necessary to limit alcohol advertising, especially to protect young people from its influence. While they acknowledged that existing regulations represent a step in the right direction, they often expressed that enforcement remains insufficient and accordingly questioned their effectiveness.

Although many participants supported the idea of stricter rules, concerns persisted regarding their actual effectiveness. Some participants argued that, despite these regulations, young people continue to be exposed to alcohol marketing through various channels. Exposure through social media platforms and influencer endorsements were pointed out at within this context. These forms of marketing were seen as particularly insidious, as they are often subtle and integrated into content that seems natural and non-commercial, making it harder to regulate effectively. Additionally, they

believed that regulations on underage alcohol consumption were also not adequately enforced, partly due to enforcement challenges, allowing young individuals to buy alcohol more easily than they should (in the real life) and in the same vein access online content they should not.

> *"(INT.: What do you think of these rules?) I think they're good in principle. After that, based on my experience, I didn't know these rules. So, I imagine they are not well enough implemented. (INT.: OK, yeah. Even if you didn't know them, don't you have the impression that it's something that works?) Well, frankly, from my own experience, I know that it's not as much put into practice. If it exists, it should be... I think it's the kind of law that should be checked, regulated a bit more." (CH_17_M_19_non-drinker)*
>
> *"Well, it's good to try anyway. But it should be possible to implement it, you know. (…) Well, the problem is precisely that it's complicated to apply, because we don't know how to control who accesses the content on offer. And it's not possible to ban it [the content] because even on networks where there is an age limit, we know very well, well everyone does, that the age limit is never or not always implemented. There are lots of very young people who access without being of age. So, um... And even just in general, it's complicated to filter." (CH_08_F_17_monthly drinker)*
>
> *"Well, I still think it's good. After that, there are always ways of getting some [alcohol], of course. But it's anyway more complicated. And for me it's a bit normal that a child of 13, for example, can't go out and buy alcohol, well, like that. Especially if you start early. Yeah, I think it's normal not to be able to buy alcohol when you're too young. (INT.: Do you think it discourages people to have this [age] limit?) Well, it depends on people. But sometimes it's just a case of, yeah, « it's forbidden ». So you don't want to get caught" (CH_01_F_17_monthly drinker)*

This points to a gap between the intended impact of regulations and the reality of how alcohol marketing and alcohol access are regulated in practice. Our corpus suggests that while there is public support for strong measures, the ongoing exposure to alcohol marketing through modern digital channels and the ease of access to alcohol may undermine the effectiveness of current laws. It also raises questions about how enforcement practices can be updated to address the growing influence of social media and digital marketing.

Suggestions to improve alcohol prevention

Most interviewees expressed support for tighter controls on alcohol advertising, emphasizing the need for more comprehensive regulations. Many suggested that existing measures should be reinforced with stricter penalties for violations to ensure better compliance. They argued that simply having laws in place is not enough if there is insufficient enforcement, and stricter penalties could provide stronger deterrents for advertisers. Additionally, several participants highlighted the importance of increasing prevention efforts to raise awareness about the risks associated with alcohol consumption, particularly among young people, but also to engage the responsibility of parents.

> *"(INT.: So, before you were talking about limiting advertising. Do you have any ideas on how they could do that? What could they say to limit it?) Well, I think they could simply proclaim laws. For example, on television, so that advertising for this kind of product is limited to a certain timing. So, it would already be graduated. And even on social networks, to make sure that these social networks do not promote these alcoholic products. (INT.: OK. In other words,*

> *« don't promote them so much »?) Well, in other words, to limit advertising, their algorithms, etc." (CH_17_M_19_non-drinker)*
>
> *"(INT.: Do you think there's a lot of prevention?) Yes and no. I don't think there's enough on the one hand. And then, well, the problem is that often now it's also the parents, in the end. Because the laws,... the laws, well, the laws... unfortunately we break them quite a lot in fact. So, it's often in relation to parents that things come into play also, I think. (INT.: In what way do you think?) Er, quite simply. If they forbid their children to drink before the age of 18, or not. If they buy them alcohol, or not. Because they can very well buy a bottle of whisky at Coop [Grocery chain], and in the end they give it to their kid." (CH_12_M_18_monthly drinker)*

In conclusion participants expressed a clear call for a proactive approach that goes beyond reactive regulation. In this view, the development of regulation and implementation efforts would also benefit from prevention campaigns focusing on education and awareness, to foster a better understanding of alcohol's potential harms. In other words, the corpus support for a more holistic prevention strategy, that not only limits exposure to marketing and physical access to alcohol, but also empowers individuals, particularly the youth, with knowledge and critical thinking skills to navigate alcohol-related content and advertising. Parental attitudes and responsibility towards youth drinking could further be targeted within this framework.

To sum up

- Most participants were unaware of existing alcohol advertising regulations in Switzerland, revealing a gap in public knowledge and communication regarding policies.
- There was broad agreement that alcohol marketing, especially targeting young people, should be more strictly regulated due to the perceived inadequacy of current rules and the influence of digital marketing.
- Many participants agreed it is the responsibility of public authorities to regulate alcohol sales and marketing to protect public health, particularly youth. A minority voiced nonetheless concerns about excessive regulation, emphasizing personal freedom and individual responsibility over state control, reflecting Switzerland's liberal political culture.
- While participants supported regulations in principle, many questioned their real-world effectiveness due to continued youth exposure to alcohol content, especially through social media.
- Participants noted that enforcement of alcohol control laws, including age restrictions and digital content regulation, remains weak and inconsistent, limiting their impact.
- Participants advocated for a comprehensive prevention approach combining regulation, enforcement, education, and public health campaigns to more effectively reduce alcohol-related harm.

Attitudes towards drinking and main drivers of drinking

Our corpus highlights a broad set of attitudes towards drinking and of reasons behind participants' choices regarding alcohol consumption or abstinence, demonstrating a complex interplay of proximal and distal factors. These elements can be addressed via several key themes — namely personal attitudes and perceived risks, peers and other social and contextual influences, and family influences — each shedding light on different dimensions of their social, cultural, and personal contexts.

Personal attitudes to alcohol and perceived risks

Participants had diverse **attitudes** or opinion regarding alcohol consumption, reflecting a spectrum that extends from acceptance to caution and even criticism. A considerable portion of the interviewees perceived alcohol as a natural and almost unavoidable aspect of social life, particularly during celebratory settings such as parties or gatherings with friends. In these contexts, drinking is not only considered appropriate, but it is often expected as a part of the social experience. For these individuals, alcohol is closely linked to enjoyment, relaxation, and the strengthening of social bonds, as they view it as a way to enhance interactions and create shared experiences. Additionally, some participants also perceived moderate drinking as relatively harmless, or even potentially helpful, if done responsibly. They highlighted the necessity of establishing clear boundaries to differentiate between acceptable and excessive consumption. This diversity of perspectives reflects the complex role that alcohol plays in social dynamics, balancing its perceived benefits with the need for caution and self-regulation.

> *"Well, I know it's not the best [thing]. but yeah, so… After that, it's quite, it's so present in the culture. Well, already in the Swiss countryside. And then my mother is also half-British. So, in the British culture is that it's quite glorified to drink…". (CH_10_M_19_weekly drinker)*
>
> *"Well, I drink from time to time. I don't see the harm in it, but I think it's still something you have to keep control and be careful about." (CH_17_M_19_non-drinker)*
>
> *"(INT.: How do you feel about drinking in general?) I think that as long as you can manage it, it's not a problem. (INT.: OK, OK. Manage it in what way?) Well, for example, I know that some of my friends have to drink every day now. I drink every weekend, or even every... almost... No, let's say every 3 days. But that doesn't mean I can't go two weeks without drinking." (CH_13_F_17_weekly drinker)*
>
> *"(INT.: What do you think of alcohol?) Well, that it can be a good thing, but in moderation." (CH_09_F_17_monthly drinker)*
>
> *"Otherwise, I think it's nice sometimes to have alcohol when you go to parties or things like that. I don't think it's essential, but it's true that sometimes it can be fun in a way. And sometimes for some people, well it's not the solution, but it can be one at the time, it can also beat a person's shyness. It's true that sometimes when you drink, you're generally a bit more at ease". (CH_20_F_16_monthly drinker)*

On the other hand, some participants — a smaller number — conveyed a more critical view on alcohol consumption. These participants expressed concerns about its potential risks, such as negative health effects, the possibility of developing an addiction, or the dangers linked to drinking alone, which was e.g. perceived as particularly worrying. Some also emphasised the social pressure to conform to drinking norms, particularly in social contexts, which they found somehow problematic.

This suggests that, for some participants at least, the potential downsides of drinking outweigh its perceived social benefits.

> *“Well, I think it's a pity, because it makes people sick, alcoholics and so on. Yeah, I don't really like that. That's why I have more trouble with people of adult age who drink to the point of being really unwell.” (CH_04_F_18_monthly drinker)*
>
> *"(INT.: Ok, and personally, what do you think of alcohol?) Well, I have mixed feelings about it too (laughs). Let's go back to the previous question. I think it depends on how you drink, er, where you drink. If it's a party or something like that, it's a jumble sale or something. But, um, drinking on your own in any case, that's really something I wouldn't recommend.“ (CH_11_M_18_monthly drinker)*

Finally, while on the one hand **religious beliefs** were also mentioned by some participants as a significant influence discouraging or prohibiting alcohol consumption, on the other hand some participants simply emphasised that the enjoyment and curiosity, particularly regarding **taste**, plays a significant role in their drinking habits. In that case, the experience of consuming alcohol was apparently not just about having fun, but also about appreciating the flavours and qualities of different drinks. This perspective suggests that alcohol consumption is not always driven by social pressure or the pursuit of intoxication but can also be influenced by personal taste and an appreciation for the beverage itself.

> *“(INT.: Ok and for example this kind of scene where they show alcohol, do you appreciate that?) Not really. (...) I kind of dislike alcohol (...) Because I'm a Muslim and in our religion, we don't drink alcohol.” (CH_19_M_16_non-drinker)*
>
> *“(INT.: Okay. And what do you personally think of alcohol?) Well, personally, I'd say that I drink because I like to drink. It's not necessarily because I want to get drunk and all that, even if there have been 2 or 3 occasions when I've been a bit influenced. Maybe I didn't really feel like it, but seeing as everyone else was drinking, well, I drank too. And that was mostly at the beginning. But generally speaking, well, I drink when I feel like drinking. And I drink because I like the taste and all that. Not just because I want to have fun and all that.” (CH_16_F_19_monthly drinker).*
>
> *“Yes, sometimes, but more with a view to, um... how can I put it, looking for the product because I know I like the stuff. Or that I'd like to try and taste, or something.” (CH_02_M_18_monthly drinker)*

With regards now **perceived risks for oneself or others**, participants identified a large range of risks associated with alcohol consumption, affecting both themselves and others. On a personal level, many highlight the potential short-term consequences, such as losing control, engaging in risky or reckless behaviours, and experiencing physical effects like intoxications or alcohol-induced coma. These immediate dangers appeared particularly concerning in uncontrolled environments where impaired judgment can lead to accidents or dangerous situations. Regarding more specifically risks (or harm) to others, most of the interviewees emphasised the dangers of irresponsible behaviours that can occur under the influence of alcohol. Among the most concerning were violent actions, and more critically drunk driving, which can lead to lethal accidents. These risks were viewed as particularly severe when individuals lose self-control due to alcohol consumption in unsafe environments, where impaired judgment can lead to dangerous situations.

" Well, because of alcohol, you can control yourself - if you take too much, you can't control yourself so you can do things you wouldn't normally do. You can behave dangerously, or I don't know exactly." (CH_15_M_17_weekly drinker)

" Of course, there are risks involved because it's a substance that's going to change our behaviour. I don't know exactly which part of the brain it affects.... It seems to me that it's going to make you feel more relaxed, and that, as a result, you're going to, I don't know, try things that you wouldn't have done otherwise. Yeah, drive the car for example. We'll try to find the limit on how much we can drink, and then we'll take on stupid challenges with friends that can end badly." (CH_07_M_19_non-drinker)

"(INT.: You've already talked a bit about this during the interview, but do you think that drinking alcohol involves risks, and if so, what are they?) Yes, I do. I think there are a lot of risks involved. Once again, if you can't manage it, you can... it can lead to death, because you can find yourself beside a stream and drown, quite simply. Well, it can also be very well managed and pose no problem. But it also depends a lot on the person who drink and how old he or she is, how mature he or she is." (CH_12_M_18_monthly drinker)

" Yes, then there are the alcohol comas. (…) for me, alcoholic comas are the... Yeah, that's what young people see happening the least, I'd say. " (CH_04_F_18_monthly drinker)

"Well, with alcoholic comas, alcoholism or whatever. It's still a drug. I don't know if you can call it a drug, but its effects are devastating." (CH_10_M_19_weekly drinker)

"If you drink too much, you lose control. As a result, you can do things you wouldn't normally do. You can behave dangerously, or I don't know exactly. (INT.: What would you consider dangerous behaviour, for example? Do you have an idea?) Well, for one thing, we can become violent with others, and then we can - well, I don't know." (CH_15_M_17_weekly drinker)

"It's not just the person who's been drinking who's involved in the accident. I mean, he could kill someone, for example. She was just driving home from work, and someone drunk behind the wheel crashed into her. The person didn't ask for anything. So, after that, I think it's a big problem, because if the person has an accident, that's it. I mean, it's sad for them, if they don't involve anyone. But then a lot of accidents involve other drivers who didn't ask for it." (CH_01_F_17_monthly drinker)

Beyond the short-term effects, some participants also acknowledged **long-term risks** linked to excessive or prolonged alcohol consumption. These include the possibility of developing an addiction, as well as severe health complications such as liver and brain damages, cardiac issues and other chronic conditions. These risks are often viewed as more significant when individuals begin drinking at a young age, as early exposure may increase the likelihood of dependency and long-term health consequences, in addition to acute drinking.

"For me, the risks are mainly health-related. It can be people who are, well, overweight, or who may have blood diseases, or respiratory diseases, or even liver diseases. The liver collects a lot. So yeah, a lot of health problems." (CH_02_M_18_monthly drinker)

"And then, you know, it's not necessarily very good for your health, for your liver etc., so you have to limit your consumption. In the sense that if you drink too much all the time, you shouldn't be surprised if you have liver and health problems." (CH_20_F_16_monthly drinker)

> *“Liver problems. Brain, I'm not sure; I don't know much about the brain. But I do know that there are some pretty, uh, pretty harmful effects.” (CH_10_M_19_weekly drinker)*
>
> *"Even young people like me can become alcoholics after a while”. (CH_04_F_18_monthly drinker)*
>
> *“(INT.: Okay, and why do you think someone who's younger would be more likely to get hooked?) Well, maybe because they don't have the awareness or maturity to realise that they're getting hooked. After all, adults too, we agree. But I know, well I think, that if you take a group of 10 children or 10 adults who would be using the same thing, maybe after a while the children wouldn't realise that they were starting to get hooked, whereas the adults might.” (CH_13_F_17_weekly drinker)*
>
> *“And well, I think there's more risk of addiction if you start young. Because the brain is also, well, in the process of - I don't know how to explain it, but of, well - of building itself. And if it's building on that, then it's not, it's not, good for, the rest (...) Well, you're more likely to be addicted and to continue after during adulthood.” (CH_08_F_17_monthly drinker)*

Taken together these elements highlight that participants have a general awareness of the potential dangers associated with alcohol use, both with regards to its immediate and to its lasting effects. The emphasis on early drinking as a risk factor further reinforces the importance of prevention and education in promoting responsible alcohol consumption.

Other interesting – but maybe more disparate – accounts regarding risks associated to alcohol can complete this description. First, several participants reported that peer influence and social dynamics were in some cases exacerbating the risks associated with alcohol use. Several participants noted that group settings can encourage excessive drinking or risky decision-making, further increasing the likelihood of harmful outcomes (from above: "*We'll try to find the limit on how much we can drink, and then we'll take on stupid challenges with friends that can end badly.*"). This correlated to the fact that the pressure to conform or match others' drinking habits was described as possibly leading individuals to consume more than they originally intended, heightening in return the potential for dangerous situations. Second, social and emotional risks were also mentioned by participants, highlighting the broader impact of alcohol consumption beyond physical health concerns. Misunderstandings, emotional harm, and loss of trust were cited as potential consequences, particularly when alcohol leads to aggressive behaviour or poor decision-making in social interactions. Some pointed out that alcohol consumption can contribute to damaged relationships, either through conflicts that arise during intoxication or through longer-term issues caused by dependency. Financial problems were also mentioned, especially those resulting from alcohol addiction, where the costs of the consumption or treatment can place a significant burden on individuals and their families. These findings emphasise that the consequences of alcohol consumption extend beyond the individual, affecting personal relationships, emotional well-being, and financial stability. They also highlight the interconnected nature of social, psychological, and economic factors in shaping the broader impact of alcohol use.

> *“Afterwards, when there's an addiction problem, well then there's everything to do with the people around the person who's addicted. (INT.: So, in other words?) Well, I don't know, someone with an addiction can waste all their money on it. That could be the only thing that matters to him. And forget the people around him… It could be someone who's unbearable, because someone who's drunk all the time is no fun” (CH_18_M_19_weekly drinker)*

In summary, participants' perspectives on alcohol consumption — including their own consumption — ranged from casual acceptance to caution and criticism. While a significant number recognised the social benefits of drinking, such as facilitating interactions and enhancing group experiences, many also acknowledge its potential downsides. Concerns about health risks, the possibility of addiction, and the influence of social pressure were frequently mentioned, highlighting the complexity of attitudes toward alcohol. This nuanced view reflects a general awareness of both the positive and negative aspects of alcohol use.

Role of peers and social environment

When asked about their peers' habits and attitudes, most of the participants generally perceived their peers as having a positive and tolerant attitude towards alcohol consumption. Drinking is commonly seen as an enjoyable, socially accepted and normalised behaviour, particularly in group settings like parties, festivals, or casual gatherings or in rural areas where social drinking may hold particular significance. Many participants observed that their peers associate drinking with a central part of socializing. At the same time, participants acknowledged that their peers are not entirely unaware of the potential risks associated with alcohol consumption. While drinking is embraced as a common practice, a shared understanding of the importance of consuming it safely and responsibly seemed to remain.

> *"They think it's fun. It's fun with friends. But there are some who say 'yeah, sometimes because of school, I wouldn't mind having a good drink, sometimes because it does me good to relax'. Or they're a bit like me, they say to themselves "well I'll have a drink, but I'm not going to overdo it either" (CH_05_F_17_monthly drinker).*
>
> *"(...) I think most people I know have a relationship with alcohol where they say, "Well, it's okay, just be careful," but they drink often." (CH_07_M_19_NON-DRINKER)*
>
> *"(INT.: And your friends, do they feel the same way about it?) Yes. Yes, I talked about it a little with some of them. And they say that it's really just the country lifestyle. It's a bit like, it's... yeah, alcohol is everywhere. (INT.: Okay, omnipresent. So in terms of social circles, youth parties?) Well, even in everyday life. Let's not trivialise it. I don't know, a beer every Friday, something like that. (...) Yeah, they've, how can I put it, they've kind of normalised drinking too much alcohol. (INT.: Okay, in what way do you mean?) Well, they find... they're not shocked by drinking until they're sick. Something like that. Or then I know friends who, when they got dumped, they drank until they reached a limit, you know?" (CH_10_M_19_weekly drinker).*
>
> *"(INT.: And what do your friends or relatives of your age think about alcohol consumption in general?) Well, like I said before. I'm part of the "Jeunesse" [i.e. Jeunesse Campagnarde, a type of village society in rural areas, regrouping youths from the age of 15 organising various types of festival or events], so drinking alcohol, um, there's not really any limits, if I can put it that way. (...) Well, basically, we don't talk about it, but it's just, well, we all drink, so we all think the same thing." (CH_13_F_17_weekly drinker)*

Nevertheless, a minority of participants perceive their peers as having a more critical or even negative attitude towards alcohol consumption, with some individuals choosing never to drink at all. In that case, the primary perceived reason cited was the awareness of the risks associated with alcohol use, especially the ones related to health and potential intoxication. Additionally, one participant highlighted that religious beliefs also play a significant role in influencing their peers' decisions to abstain from alcohol entirely. These beliefs can provide a strong moral or cultural

foundation that prohibits drinking, shaping their personal choices and reinforcing their stance against alcohol consumption.

> *"(...) My friends and I all have the same opinion on that. Because, well, drinking alcohol isn't great, first of all for your health. And also because of the negative effects on mental health. We all kind of agree that, well, yes, we do. For example, when we go on vacation this summer, we said that if one night we feel like it, we'll do it [to drink], but if we don't feel like it or we don't want to, we won't [drink]. "(CH_14_F_18_non-drinker)*
>
> *"But I have two or three friends who aren't against it, but who don't drink. Maybe for religious reasons, or maybe because they've seen the impact it's had on people close to them. Like, I have a friend who had a friend who went into a coma because of alcohol. And that kind of traumatised her, let's say. So she doesn't drink. But they're not necessarily, you know, against it. It's just that for personal reasons, they prefer not to drink." (CH_16_F_19_monthly drinker).*
>
> *"I have a friend who has never drunk alcohol. Not even a taste, nothing, because she thinks that if it says it's not for people under 18, then why drink before you're 18? So she's never drunk, and she doesn't necessarily think it's a bad thing, it's just that she's not interested in it at all and she doesn't want to feel that sense of not being in control. That feeling of powerlessness that you can sometimes feel when you drink. She prefers to be in her normal state, no matter what's going on, and to be able to handle any situation in the end." (CH_20_F_16_monthly drinker)*

These perspectives illustrate that while alcohol is widely accepted among youths in many social circles in Switzerland, some individuals consciously reject it based on personal values, health considerations, or religious convictions. This highlights the diversity of perceived attitudes of peers toward drinking and the varying influences that shape individual choices. Given these observations, it is understandable that friends and social environment in general might be strong drivers of drinking among youth in Switzerland. As a matter of fact, one of the most prominent factors that emerged from the interviews about individual drinking habits was the influence of friends and the broader social environment, which was repeatedly acknowledged to be the primary reason for alcohol consumption shared by the vast majority of the interviewees. As already repeatedly addressed above, for many participants alcohol consumption is closely associated with moments shared with friends. Additionally, alcohol is often perceived as a facilitator for integration into a social group, helping individuals feel more at ease in social settings. This suggests that beyond personal preference, drinking is deeply embedded in social norms and expectations, reinforcing its role as a key element of group dynamics.

> *"(INT.: Finally, what do you think is most likely to influence your alcohol consumption?) Well, I know I won't be influenced. But if I had to give an answer, I'd say my friends. (CH_12_M_18_monthly drinker)*
>
> *"Well, I think it's because there's also a social aspect to saying 'let's have a drink' and sharing a moment together. I think that might be it." (CH_07_M_19_non-drinker)*
>
> *"Well, I think it's with friends. Because we like to have a beer from time to time, something like that." (CH_10_M_19_weekly drinker)*
>
> *"(INT.: And you personally, what influences you most to drink alcohol?) Well, to be honest, I'd say it's because I like it. And I think, at the very beginning, yeah, it was also the fact that it's easier to fit in with a group of people if you drink white wine or something like that." (CH_13_F_17_weekly drinker)*

Specific practices such as drinking games, festive gatherings, and activities at nightclubs were also frequently mentioned as key moments that encourage consumption with peers. These occasions were often characterised by a celebratory atmosphere where drinking is perceived as an integral part of the experience. Additionally, the influence of a group dynamic seems plays a significant role in participants' decisions to consume alcohol. Many described feeling an implicit social pressure to drink, especially in peer settings, where abstaining might feel out of place or even lead to a sense of exclusion. This highlights the powerful role of social norms in shaping drinking behaviours, making alcohol consumption not just a personal choice but a socially reinforced practice.

> *"That group effect, where you see everyone drinking. So you think, 'I'm the only one drinking apple juice' or whatever (laughs). And then you think, 'Yeah, I'll have one too." (CH_11_M_18_monthly drinker).*
>
> *"For me, it would still be my friends. Because often, you... you can play drinking games to, um... well, liven up the party a bit. And it's often when you say to yourself, 'OK, eight people at once, let's drink this or do that! You think, 'Well, I'm here, everyone else is doing it, I don't want to look lame, so I'll just go along with it.'" (CH_02_M_18_monthly drinker)*
>
> *"Well, going out, I would say. And other than that, yeah, nothing special. It's mostly evenings, really, that make me drink." (CH_04_F_18_monthly drinker)*
>
> *"Then, when I go out in the evening, I go out for drinks. Or when it's a big night out, when it's to party, etc., I tend to always drink a little". (CH_04_F_18_monthly drinker)*
>
> *"(INT.: Okay, and what do you think is most likely to influence your alcohol consumption?) I would say older people. If you go to a party or, well, I've noticed, for example, when there's beer pong or something like that, at parties where there's a lot of drinking, there aren't necessarily any other drinks besides alcohol. So, you're going to go for that rather than water. But, well, yeah, you don't look so good when you drink water instead of the drinks that other people have brought." (CH_11_M_18_monthly drinker).*

Role of family and cultural traditions

Family rules regarding alcohol consumption also appear to play a significant role in shaping the attitudes of interviewees towards alcohol, as well as — in fine — their drinking habits. Many individuals reported that their families have established clear and explicit boundaries regarding alcohol use, such as emphasizing moderation or prohibiting drinking altogether. For some participants, these well-defined boundaries were specifically intended to discourage early or excessive alcohol use, reinforcing the idea that drinking should be approached with care and awareness. In some cases, family discussions around alcohol also appeared to contribute to shaping long-term attitudes, either by normalizing moderate consumption or by fostering complete abstinence. These observations support the hypothesis that parental guidance plays a crucial role in shaping young people's drinking behaviours, potentially acting as a protective factor against risky consumption patterns.

Firstly, a significant number of participants highlighted that their parents or guardians recurrently emphasise the importance of responsible drinking habits. This often involves clear rules such, as consuming alcohol only in safe environments, ensuring they have a secure way to get home (for example by calling one of the parents instead of drunk driving) or learning to resist peer pressure to drink in situations where they might not feel comfortable. These guidelines are intended to promote awareness and encourage safer decision-making regarding alcohol consumption. In contrast, a smaller portion of participants described coming from families with more permissive postures

towards alcohol. In some cases, these families might allow occasional drinking during special occasions, considering it a way to introduce responsible consumption in a controlled setting. These contrasting approaches highlight the diversity of parental strategies when it comes to alcohol education.

> *"My mom always told me not to abuse it, because she was afraid, I'd end up like my dad." (CH_05_F_17_monthly drinker)*
>
> *"I'm not supposed to be allowed to drink it without their permission, but well." (CH_06_F_16_weekly drinker)*
>
> *"If I drink, I can't drive. I have to call them. Um, if, for example, I'm completely drunk and I can't get back from the premise of the Jeunesses [i.e. Jeunesse Campagnarde, a type of village society in rural areas, regrouping youths from the age of 15 organising various types of festival or events], or if I'm in Bulle [the nearest town from the place of residence], I call my dad, and then my dad comes to pick me up." (CH_09_F_17_monthly drinker)*
>
> *"(INT.: And did your parents give you any rules or advice about drinking?) Well, my parents... Well, I started drinking when I was 16, with my parents' permission. But it was just, for example, on holidays, I might have a glass of wine or champagne, or something like that." (CH_16_F_19_monthly drinker)*
>
> *"(INT.: Did your parents ever give you any rules or advice about drinking?) Yes, they did. I'd say my parents are pretty free with that generally. I mean, they've never really forbidden me to drink. After that, it's true that they've always told me that I had to be careful, and they've always allowed me to drink only when I was with people I trusted. So either with them, or sometimes with friends, or with my big brother." (CH_20_F_16_monthly drinker)*
>
> *"(INT.: And did your parents give you any rules or advice about drinking?) Well, my parents are against drinking alcohol. They think it's bad for your health. (INT.: Okay, so did they tell you any rules about that, or none at all?) I think the rule was just don't drink." (CH_18_M_19_weekly drinker)*
>
> *"(INT.: Okay, and did your parents give you any rules or advice about drinking?) Uh, no, not really. My parents let me go out and drink alcohol. But, well, when I go to parties, it's never gone badly. So they don't put too many restrictions. If one day things go wrong, maybe I'll have restrictions." (CH_15_M_17_weekly drinker)*

Further, in most cases families seem to play a crucial role in shaping responsible drinking habits by providing guidance on key aspects such as understanding one's limits, drinking water in addition, eating adequately before consuming alcohol, and prioritizing personal safety. Some participants also highlighted that their families encourage open communication about alcohol consumption, creating a space where discussions are encouraged rather than restricted. This highlights the importance of family influence in shaping attitudes toward alcohol, suggesting that open and supportive communication may serve as a protective factor against risky drinking behaviours. In the participants' opinion, this could help young individuals to make more informed and responsible choices regarding their consumption.

> *"(INT.: Okay, did they give you any advice in case you were drinking anyway?) Well, eat before, make a base, drink a glass of water, and that's it. Normally, they say you should drink one glass of water for every glass [of alcohol] you drink, or even two. But that's more for hydration, to feel good the next day. And that's it, but eat, and sleep too, but that's it." (CH_13_F_17_weekly drinker)*

> *"They just told me to be careful and to call if there was a problem. They told me to drink water afterwards, and to manage my intake, not to get to the point where you're completely..." (CH_01_F_17_monthly drinker)*
>
> *"They mainly told me to, well, how to say... In relation to alcohol, it's mainly never leave your glass alone, for example, when you go to parties or whatever, to avoid being drugged." (CH_02_M_18_monthly drinker)*
>
> *"After, me, I have a very, well, close relationship with my parents. So, since, well yeah, 14-15, uh, well, they knew that when I went to parties etc. I was using. But then, when I wasn't feeling well because I couldn't handle it too well (laughs), well, I could call them. They'd come and get me, and they'd take care of me, and so on. "(CH_04_F_18_monthly drinker)*

Family and cultural traditions also emerged as influential factors in shaping participants' attitudes toward alcohol. Many participants described how alcohol is deeply embedded in their family habits, often introduced in a controlled manner during gatherings or special occasions. From a broader cultural perspective, drinking was largely perceived as an enjoyable activity that has been normalised within society. From participants' point of view, drinking is not only seen as a common and accepted behaviour, or even expected in many social settings. Specific cultural traditions seem to further encourage consumption, often framing alcohol as a necessary part of social interactions and celebrations.

> *"Well, because after all, drinking alcohol has become democratised to a certain extent, and so it seems a bit normal." (CH_01_F_17_monthly drinker)*
>
> *"I think we drink a lot of it. I don't know how to explain it. Even our parents drink a glass of wine in the evening and so on. It's become very normal, whereas in other countries it's not at all. And yeah, I think we drink a lot in Switzerland anyway." (CH_04_F_18_monthly drinker)*
>
> *"Bah, afterwards, as I told you, where I come from, it's the countryside, it's very… alcohol consumption, it's very trivialised. Then, especially, with the Jeunesse festivals and other events, it encourages consumption." (CH_10_M_19_weekly drinker)*

Finally, on the family side, many participants mentioned that alcohol consumption is a common feature of various gatherings and celebrations. Certain occasions, such as dining out, enjoying aperitifs, celebrating birthdays, and other festive events, are frequently cited by more than half of the participants as occasions where alcohol is commonly consumed.

> *"(INT.: Ok, and you, personally, did you ever drink alcohol with your parents or family?) Yes, but it was really just one drink and nothing at all. But otherwise, yes, during the holidays, New Year's, Christmas and all that, well yes " (CH_16_F_19_monthly drinker)*
>
> *"Ah, yes, because it's kind of ingrained in people's lives. Like when at a family dinner, there's always going to be a bottle of wine, a bottle of champagne on the table." (CH_14_F_18_non-drinker)*
>
> *"Yeah, I usually go with my mom on Friday evenings for aperitifs (laughs). But otherwise, basically, it's for family dinners, special occasions, plus weekends. Not on weekdays, well rarely if ever on weekdays. But otherwise, yes, by and large, yes. Especially on weekends, for family celebrations, birthdays, Christmas, New Year's Eve etc." (CH_02_M_18_monthly drinker)*

Accessibility of alcohol

The issue of accessibility to alcohol was rarely raised as a significant concern by participants. In most cases, it appeared to be taken for granted. When accessibility was mentioned, it was almost exclusively in relation to parental involvement—typically in contexts where alcohol consumption occurred under the supervision or permission of parents (see above for details on such episodes). This limited focus can be partly explained by the fact that all participants were aged 16 or older. At this age, they were legally permitted to purchase fermented alcoholic beverages, and those aged 18 or older could also legally buy spirits.

Moreover, as discussed in the section on alcohol regulations, many participants highlighted that legal age restrictions on alcohol sales are often poorly enforced. This general perception of lax implementation further diminished the salience of accessibility as an issue in participants' accounts (see the section *Knowledge and Attitudes Towards Alcohol Regulation* for more detail).

Other drivers

The corpus of interviews further highlights multiple elements influencing youth attitudes and behaviours around alcohol, including media representations, economic accessibility, and emotional states.

In particular, and as already largely covered within the section *ADAM exposure: perceived effects and attitudes*, media and advertising were widely acknowledged as powerful influences. Participants noted that alcohol is frequently portrayed as fun, desirable, and central to social life in films, TV shows, and especially social media, which to their view contribute to the normalization of drinking and can shape expectations around adult life and social experiences. Social media influencers were seen as particularly impactful, given their reach and the casual way they incorporate alcohol into daily content, sometimes through sponsored posts.

As also pointed out above, pricing and promotions were likewise seen as important drivers of alcohol consumption. Discounts and special offers made alcohol more accessible and attractive, particularly for those with limited incomes.

Finally, for some participants, alcohol use was linked to emotional states. Some e.g. mentioned drinking in response to sadness, stress, or personal difficulties, using alcohol as a temporary means of coping. These findings show that youth alcohol consumption is shaped by a combination of media influence, financial considerations, and emotional coping needs—all of which interact to shape behaviours and attitudes.

> *“In all series, well, films I watch less and less, but in series especially; it's hyper rare now that we don't watch a series with young people drinking. Especially American series where - for example, I was watching a series not long ago called Young Royals - and every time they have a party in their high school, it's alcohol galore. They all get drunk. They're ripped off. (…) But it insists on sickening young people with the thought “Oh, they're having fun? So there's alcohol, ah well, so I'm going to drink”. And that's no good, because, well, it really encourages young people to drink. And you see it everywhere.” (CH_14_F_18_non-drinker)*
>
> *“(INT.: Okay, and for you, what's most likely to influence your drinking?) Movies, I'd say. (INT.: Like, a movie can make you want to drink, right?) Like, if there's people drinking it and they're like... like they seem to be enjoying it, yeah”. (CH_06_F_16_weekly drinker)*

> *"I think it's the people around us who have been influenced by certain people. So, well, by the Kardashians for example, when it comes to drinking, given that they're icons of influence who... who influence so many people, that I wouldn't be surprised if one of my mates was influenced and then that made a chain where everyone followed. Then they're all like "yeah, well, that's cool" and so they say "yeah, come with us", whereas I'm like "no, I don't want to". So I think it's mostly the influencers that are in very high places." (CH_05_F_17_monthly drinker)*

To sum up

- Participants expressed a wide range of views on alcohol, from casual acceptance to strong caution or criticism, showing that alcohol occupies a complex place in their lives.
- Many see drinking as a natural part of socializing, particularly during parties or gatherings, associating it with enjoyment, relaxation, and bonding.
- Participants recognised both short-term risks (e.g., loss of control, accidents, alcohol poisoning) and long-term risks (e.g., addiction, liver or brain damage), especially with early consumption.
- Participants also noted alcohol's potential to damage relationships, cause misunderstandings, and contribute to emotional or financial issues.
- Friends and the broader social environment were seen as major drivers of drinking, often shaping when, how, and why participants consume alcohol.
- Alcohol was frequently described as a tool for fitting in socially, easing participation in group activities, and avoiding exclusion.
- A minority of participants, often influenced by health concerns or religious beliefs, rejected alcohol or expressed unease about its social pressure.
- Many participants mentioned their families set clear rules or had open discussions around alcohol, promoting responsible use and safety (e.g., transport, understanding limits).
- Alcohol was commonly seen as embedded in family and societal traditions, especially during celebrations like birthdays, meals, or aperitifs.
- Some families allowed occasional drinking in controlled settings, aiming to introduce moderation, while others enforced stricter boundaries.
- As seen in other sections, alcohol was frequently portrayed as fun, desirable, and essential to social life –especially through TV, films, and social media influencers, – which was seen as an important driver of drinking.
- Also, promotions and low prices were seen as strong incentives to drink, particularly among youth with limited income, reinforcing consumption.
- A portion of participants reported using alcohol to manage sadness, stress, or emotional discomfort, highlighting its role as a coping mechanism for some.
- Most participants didn't mention access as a concern — partly due to their age (16+), and partly due to a perception of weak enforcement of legal restrictions.

EXPOSURE TO ADAM

The results' description presented in this section is based on the dataset and treatment procedure (i.e. tables are based on weighted data) described under the heading *Quantitative Sample: sample description* in the section *Method*. When relevant, the description and the tables provide a focus on data distributions given standard SES categories, namely age (split "Under 18" vs. "More than 18"), gender ("Male", vs. "Female"; due to small sample size, results in relation to gender categories "Non-binary" and "Other" are not commented) and economic status ("Lower to Intermediate" vs. "Superior"), drinking status ("Drinkers" in the last 12 months vs. "Non drinkers"), Internet and social media use (indicator based on items relating to Internet use frequency, content creation/posting habits, and level of access restriction, e.g. time restriction on use; with final categorization "Heavy to intensive use" vs. "Low to moderate use") and alcohol marketing control policies knowledge (Knowledge of the ban to advertise alcohol to minors: "Yes" vs. "No") and acceptance (Acceptance of the ban on adverting to minors: "Fully or somewhat agree" vs. "Fully or somewhat disagree or don't know").

Digital and TV exposure to positive portrayal of alcohol

Table 3 provides an overview of participants' reported exposure over the 30 days preceding participation to the survey to positive portrayals of alcohol, across different types of media. Positive alcohol portrayals were defined as images or videos that feature alcohol and may make viewers want to drink it. This includes content posted by influencers, celebrities, or others (e.g. bars, venues, associations), as well as material created and shared by friends or acquaintances, or scenes in movies and TV series.

First, the majority of respondents indicated having seen alcohol portrayed in a positive light in this timeframe, with 76% reporting exposure in any form of media. More specifically, 61% had seen such portrayals online, while 56% encountered some portrayals on television or at the cinema.

Age appears to be a meaningful factor influencing exposure. Respondents aged over 18 consistently reported higher exposure than those under 18. For instance, 78% of 18-year-old or older had seen alcohol portrayed positively in any media, compared to 70% of minors. This pattern was also observed for specific media types: 65% of those aged 18 or more had seen portrayals online, versus 52% of those under 18; for TV or cinema the proportions were respectively 59% and 50%. Yet, the only statistically significant difference in level of exposure between age groups related to online portrayal (65% vs. 52%; $\chi^2 = 6{,}37$; Df=1; $p<0{,}05$). Gender differences were modest (and in no instance statistically significant at $p<0{,}05$). Male respondents reported slightly higher exposure than females across all categories. For instance, 80% of men reported having seen alcohol positively portrayed in any media, compared to 72% of women. The proportion of online exposure was almost the same among males (62%) and females (61%).

Drinking status was another important differentiator: drinkers in the last 12 months reported higher exposure rates than non-drinkers (78% of drinkers had seen positive portrayals in any media, compared to 68% of non-drinkers. This trend held for online exposure (65% vs. 49%), whereas exposure through TV or cinema was similar between the two groups (both at 56%). The only statistically significant difference was for online positive portrayal (65% vs. 49%; $\chi^2 = 7{,}62$; Df=1; $p<0{,}01$).

Economic status, by contrast, did not show notable variation in exposure. Respondents from both superior and lower-to-intermediate economic categories reported nearly identical rates of exposure in any media, as well as similar levels for online and TV/cinema sources. In contrast, awareness and acceptance of advertising regulations showed some influence. Participants who were aware of the ban on alcohol advertising to minors reported higher exposure rates than those who were not. Among the aware group, 83% had seen alcohol portrayed positively in any media, versus 73% of those unaware. Similar differences were observed for online (72% vs. 58%) and TV or cinema (65% vs. 54%). Due to relatively small sample size, these differences did not reach statistical significance.

In terms of attitudes toward advertising restrictions, those who fully or somewhat agreed with the ban on advertising to minors showed almost the same level of exposure in any media than to those who disagreed or were uncertain. Interestingly, while disagreement or uncertainty was associated with marginally higher online exposure (62% compared to 60% among those in favour of restrictions), TV or cinema exposure was higher among those who supported the ban (59% vs. 51%). Here again, none of the differences reached significance level.

Table 3. Effective exposure to positive portrayal in Switzerland (N=408); Question: "In the last 30 days, have you seen you seen alcohol portrayed as fun, etc.?" (multiple choice question).[3]

Have seen a **positive portray of alcohol**, in the last 30 days		*Online*			*On TV or at cinema*			*On any media*		
		n	*%total*	*%line*	n	*%total*	*%line*	*n*	*%total*	*%line*
All		**248**	***61%***	***61%***	***229***	***56%***	***56%***	***308***	***76%***	***76%***
Age	Under 18	64	*16%*	*52%**	62	*15%*	*50%*	86	*21%*	*70%*
	More than 18	185	*45%*	*65%**	168	*41%*	*59%*	222	*54%*	*78%*
Gender	Male	125	*31%*	*62%*	119	*29%*	*59%*	160	*39%*	*80%*
	Female	123	*30%*	*61%*	109	*27%*	*54%*	145	*35%*	*72%*
	Non-binary	1	*0%*	*15%*	2	*0%*	*33%*	4	*1%*	*74%*
	Other	0	*0%*	*0%*	0	*0%*	*0%*	0	*0%*	*0%*
Drinking status	Drinkers	199	*49%*	*65%**	173	*42%*	*56%*	239	*59%*	*78%*
	Non drinkers	50	*12%*	*49%**	56	*14%*	*56%*	69	*17%*	*68%*
Economic category	Superior	134	*33%*	61%	120	*29%*	55%	167	*41%*	76%
	Lower to intermediate	114	*28%*	61%	110	*27%*	58%	141	*35%*	75%
Knowledge of the ban to advertise alcohol TO MINORS	Yes	67	*16%*	*72%*	60	*15%*	*65%*	77	*19%*	*83%*
	No	182	*45%*	*58%*	170	*42%*	*54%*	231	*57%*	*73%*
Acceptance of ban on advertising to minors	Fully or somewhat agree	176	*43%*	*60%*	171	*42%*	*59%*	223	*55%*	*76%*
	Fully or somewhat disagree / don't know	72	*18%*	*62%*	59	*14%*	*51%*	85	*21%*	*74%*
Internet or social network (ISN) use	Heavy to intensive use	105	*26%*	*68%**	101	*25%*	*65%**	120	*30%*	*78%*
	Low to moderate use	144	*35%*	*57%**	129	*32%*	*51%**	188	*46%*	*74%*

Statistically significant difference at the 5% (*) level (□2 test).

[3] With response options: "On social networks", "On hosting or streaming services", "On other websites including online video games", "On national TV channels", "On international TV channels", "At the cinema", "On an indoor video screen in public places", "On an outdoor screen, in the street or in public transport".

Lastly, pattern of use of internet and social networks (ISN) was strongly associated with exposure levels. Respondents identified as heavy or intensive users reported greater exposure to positive portrayals of alcohol than those with low or moderate use. Specifically, 78% of heavy or intensive ISN users reported exposure in any media, compared to 74% of lighter users (difference not significant). More remarkably, online exposure was significantly higher among heavy users (68% vs. 57%; $\chi^2 = 5,07$; Df=1; $p<0,05$), and the same trend was observed for TV/cinema exposure (65% vs. 51%; $\chi^2 = 8,07$; Df=1; $p<0,01$).

In summary, based on unadjusted association measures, higher exposure to positive portrayal of alcohol in media appears consistently to relate with being older, male, current drinker, having heavier internet or social media use, and being aware of existing advertising regulations. Economic status, by contrast, showed little to no variation. Attitudes toward advertising regulation appears only marginally linked to exposure, suggesting that actual media consumption patterns may be more influential than regulatory awareness or acceptance in shaping exposure levels.

Vectors of online of exposure to positive portrayal

Types of online content presenting positive portrayals of alcohol can be found in Table 4. Among the total sample, the most frequently cited content presenting alcohol portrayed in a positive light was posts by influencers, with nearly one in four respondents (24%) indicating exposure through this channel. Posts created by alcohol brands or ordinary individuals or friends were also common vectors, each being cited by approximately 17% of participants. Slightly fewer respondents (15%) reported seeing such portrayals in posts by celebrities, and even fewer (11%) by associations or event organisers. A smaller proportion of respondents indicated seeing positive portrayals in other kinds of posts (4%) or in unspecified types of content (“I’m not sure/ I don’t remember”; 4%).

When comparing results by age status (“under 18” vs. “more than 18”), notable differences emerge between those under 18 and those over 18. Respondents over 18 reported higher levels of exposure across nearly all digital content types. For example, 27% of participants aged 18 or more reported having seen alcohol portrayed positively in an influencer’s post, compared to only 17% of minors. Similarly, posts by alcohol brands were more often reported by older (19%) than by younger participants (12%). The same trend is seen with celebrity posts (17% vs. 11%) and while exposure through posts by event organisers or associations is quite similar across age category (10% of respondents under 18 vs. 12% amongst those over 18). In general, while all forms of exposure are lower among younger respondents, the gap is not exceedingly wide, indicating that minors are almost to the same extent as people aged 18 or more encountering alcohol-related content across the digital channels considered in our study.

Further, 25% of heavy users reported seeing positive portrayals in influencer posts, compared to 24% of moderate to low users — a modest difference. Disparities are somewhat more noticeable for other types of online contents. For example, 16% of heavy/intensive ISN users reported exposure to alcohol content created by event organisers or associations, while only 9% of moderate or lower ISN use respondents did. Likewise, posts from ordinary individuals or friends were cited by 21% of heavy/intensive ISN users and just 14% of those with more moderate ISN engagement. Posts from alcohol brands were also slightly more commonly reported by heavy/intensive ISN users (20%) than by lighter ISN users (16%).

In the same vein, differences based on the intensity of internet and social media use are observed. Heavy or intensive ISN users consistently reported higher levels of exposure across all categories.

In summary, influencer content appears to be the most common vector of online exposure to positive portrayals of alcohol among the general population. Youths aged 18 or more and more active internet

and social media users are generally more exposed across all categories, though minors and lighter ISN users are not exempt from such exposure.

Table 4. Digital contents conveying alcohol positive portray in Switzerland (N=408); Question: "Where, online, have you seen alcohol portrayed as fun, etc.?" (multiple choice question)

Digital channels of positive portrayal of alcohol	**In the whole country sample**		Under 18		More than 18		Heavy to intensive ISN user		Moderate to low ISN user	
	n	%total	n	%cat.	n	%cat.	n	%cat.	n	%cat.
In an influencer's post	**99**	24%	22	17%	78	27%	39	25%	61	24%
In a celebrity's post	**62**	15%	13	11%	49	17%	27	17%	35	14%
In a post created by a friend or an ordinary person	**69**	17%	17	14%	52	18%	33	21%	36	14%
In a post created by an association, an event organiser	**47**	11%	12	10%	35	12%	25	16%	22	9%
In a post created by an alcohol brand	**70**	17%	15	12%	55	19%	31	20%	39	16%
In other kinds of posts	**17**	4%	5	4%	12	4%	8	5%	9	3%
I'm not sure/ I don't remember	**14**	4%	5	4%	10	3%	4	3%	10	4%

Vectors of TV exposure to positive portrayal

Data in line with the types of television content where respondents reported encountering positive portrayals of alcohol can be found in Table 5. Among the whole national sample (N = 408), the most commonly reported vector of such exposure was through advertising spots or commercials, cited by 22% of participants. Movies and series episodes were another prominent source of exposure to positive portrayal of alcohol on TV, mentioned by 20% of the respondents. Other notable sources included music video clips (14%) and TV shows other than movies or series (9%). Noteworthy, a significant proportion of participants noted exposure to such portrayal through prevention campaigns (9%) — which may seem counterintuitive but likely reflects ambiguous messaging or glamorised depictions of alcohol within the campaigns themselves. Fewer respondents still mentioned documentary reports (5%) or other types of TV broadcasts (4%) as source of exposure.

When results are considered by age group, some modest differences emerge. Among those under 18, advertising and movies/series are again the most frequently cited sources of exposure (24% and 22%, respectively), aligning closely with the older age category. Interestingly, music video clips appear slightly more influential among minors, being reported by 16% of respondents under 18 compared to 13% of the older respondents. Other formats such as prevention campaigns, documentaries, and other TV shows were on the opposite mentioned less often by minors than by older participants, suggesting a somewhat narrower range of exposure sources in younger age groups.

When comparing exposure by intensity of internet and social networks use, further distinctions can be observed. Heavy or intensive users of ISN reported slightly higher rates of exposure through movies or series episodes (25%) compared to moderate to low ISN users (17%). A similar difference appears with music videos, which were cited by 17% of heavy ISN users versus 12% of lighter users. Exposure through advertising spots or commercials remained relatively stable between the two groups (23% vs. 22%). Interestingly, other TV shows were mentioned more often by heavy users (14%) than by lighter users (6%), suggesting greater general media consumption or attentiveness to

televised content among more digitally active individuals. In the same vein, documentary reports and prevention campaigns were more evenly distributed or slightly more commonly reported by heavy users. In summary, advertisements and movies and series emerge as the dominant sources of televised positive portrayals of alcohol across all demographics.

Table 5. TV contents *conveying* alcohol positive portray *in Switzerland (N=408); Question: "Where, on TV, have you seen alcohol portrayed as fun, etc.?" (multiple choice question)*

TV channels of positive portrayal of alcohol	In the whole country sample		Under 18		More than 18		Heavy to intensive ISN user		Moderate to low ISN user	
	n	%total	n	%cat.	n	%cat.	n	%cat.	n	%cat.
In advertising spots/commercials	91	22%	29	24%	62	22%	35	23%	56	22%
In a prevention campaign warning of the risks of alcohol use	36	9%	7	6%	29	10%	18	12%	18	7%
In a documentary report	21	5%	2	2%	18	6%	12	8%	9	3%
In a movie or a series episode	83	20%	27	22%	56	20%	39	25%	44	17%
In another TV show	36	9%	7	6%	29	10%	22	14%	15	6%
In a music video clip	57	14%	20	16%	37	13%	27	17%	30	12%
In another kind of TV broadcast	14	4%	6	4%	9	3%	3	2%	11	5%
I'm not sure/ I don't remember	6	1%	1	1%	5	2%	2	1%	4	2%

Digital and TV exposure to alcohol advertising

Regarding now specifically exposure to advertising, through either digital or audiovisual media, a substantial majority of respondents reported having seen alcohol advertising in the last 30 days. Advertising was defined as communication in any form - images, photos, videos, etc. - paid for by an alcohol brand and explicitly broadcast in its name, with the aim of raising awareness of a product and encouraging its purchase.

In total, 89% of participants reported such exposure, indicating widespread reach of alcohol-related promotional content across these platforms. Breaking this down by medium, 73% of respondents had seen alcohol advertising on social networks, 68% more broadly on the internet, and 58% on national television. These figures suggest that among digital and audiovisual media, social networks currently serve as the most prominent vector for alcohol advertising, followed closely by general online content, with TV still playing a significant, though relatively smaller, role.

Among respondents aged over 18, 75% reported exposure to alcohol advertisement on social network, 72% on Internet, and 62% on national TV; for in total 91% of exposure to advertising through either digital or audiovisual media. Exposure was consistently lower among respondents under 18, although still alarmingly high. Among minors, 69% reported seeing in the last 30 days alcohol advertising on social networks and 60% on the internet — figures that, while lower than among adults, still reflect very substantial digital exposure. Importantly, statistical tests showed that underage respondents were significantly less likely than older participants to report exposure on the Internet (60% vs. 72%; $\chi^2 = 5.42$, $p < 0.05$) and on national TV channels (49% vs. 62%; $\chi^2 = 5.71$, $p < 0.05$). For both age groups, however, the majority had encountered some form of alcohol advertising recently.

Differences between gender are less prominent. Male respondents were nonetheless slightly more likely to report exposure across all platforms, with 75% having seen alcohol advertising on social networks and 71% on the internet. Female respondents followed closely with 72% and 67%, respectively. Yet, there were no notable gender differences in terms of national TV exposure or overall reach, with both groups reporting respectively 89% (female) and 91% (male) total exposure.

With regards to drinking status, individuals who had consumed alcohol in the last 12 months reported significantly higher exposure than non-drinkers. Among drinkers, 76% had seen alcohol advertising on social networks, compared to 64% of non-drinkers (difference statistically significant; $\chi^2 = 6.01$; $p < 0.05$). Overall exposure to any digital or audiovisual advertising was also significantly higher among drinkers (92%) compared to non-drinkers (82%; $\chi^2 = 7.35$; $p < 0.01$). Exposure via the internet and TV was somewhat very evenly distributed between the two groups, but in both cases higher among drinkers.

Similarly, heavy or intensive ISN users showed higher overall exposure to alcohol advertisement through digital or audio-visual media. Among these respondents, 93% had seen alcohol advertising in either digital or audiovisual media, compared to 87% among those with moderate or low use (difference statistically significant; $\chi^2 = 4.27$; $p < 0.05$). Heavy to intensive users were also slightly more likely to report exposure on social networks (76% vs. 71%) and on national TV (63% vs. 55%), although these differences did not reach statistical significance.

Finally, respondents who were aware of the ban on advertising to minors reported slightly higher exposure to alcohol advertisement than those who were not, especially on the internet (78% vs. 65%) and via social networks (77% vs. 72%). However, differences in total exposure were minimal, with both groups showing similar overall exposure (89–90%). Agreeing fully or somewhat with the ban on advertising alcohol to minors did neither show very strong differentiating effects. Respondents who supported the ban had similar overall digital and audiovisual exposure rates (90%) to those who disagreed or were unsure (89%). Social media exposure remained high across both groups (73% vs. 74%), reinforcing the conclusion that such content is highly pervasive, regardless of individual attitudes towards alcohol control policies.

Table 6. Effective exposure to audiovisual or digital alcohol advertising in Switzerland (N=408); Question: "In the last 30 days, have you seen alcohol advertising?" with responses options: "On national TV", "On foreign TV", "On the Internet", "On social networks", "In a video game", "On the radio", "In the press" (multiple choice question)

Have see**n alcohol advertising**, in the last 30 days		**On Internet**			**On social networks**			**On national TV**			**On either digital or audiovisual media**		
		n	*%total*	*%cat.*	n	*%total*	*%cat.*	*n*	*%total*	*%cat.*	*n*	*%total*	*%cat.*
In the whole country sample		**278**	***68%***	***68%***	**298**	***73%***	***73%***	**236**	***58%***	***58%***	**365**	***89%***	***89%***
Age	Under 18	74	*18%*	*60%**	86	*21%*	*69%*	61	*15%*	*49%**	106	*26%*	*86%*
	More than 18	204	*50%*	*72%**	212	*52%*	*75%*	176	*43%*	*62%**	259	*64%*	*91%*
Gender	Male	142	*35%*	*71%*	150	*37%*	*75%*	120	*29%*	*60%*	182	*45%*	*91%*
	Female	134	*33%*	*67%*	144	*35%*	*72%*	115	*28%*	*57%*	179	*44%*	*89%*
	Non-binary	2	*0%*	*33%*	4	*1%*	*74%*	1	*0%*	*18%*	4	*1%*	*74%*
	Other	0	*0%*	*0%*	0	*0%*	*0%*	0	*0%*	*0%*	0	*0%*	*0%*
Drinking status	Drinkers	211	*52%*	*69%*	234	*57%*	*76%**	179	*44%*	*58%*	282	*69%*	*92%**
	Non drinkers	67	*16%*	*66%*	64	*16%*	*64%**	58	*14%*	*57%*	83	*20%*	*82%**
Economic category	Superior	150	*37%*	*69%*	162	*40%*	*74%*	125	*31%*	*57%*	201	*49%*	*92%*
	Lower to intermediate	127	*31%*	*67%*	136	*33%*	*72%*	112	*27%*	*59%*	164	*40%*	*87%*
Knowledge of the ban to advertise alcohol to minors	Yes	72	*18%*	*78%*	71	*17%*	*77%*	59	*14%*	*63%*	83	*20%*	*89%*
	No	205	*50%*	*65%*	227	*56%*	*72%*	178	*44%*	*56%*	282	*69%*	*90%*
Acceptance of ban on advertising to minors	Fully or somewhat agree	206	*51%*	*71%*	213	*52%*	*73%*	170	*42%*	*58%*	262	*64%*	*90%*
	Fully or somewhat disagree or don't know	71	*17%*	*61%*	85	*21%*	*74%*	66	*16%*	*57%*	103	*25%*	*89%*
Internet or social network (ISN) use	Heavy to intensive use	102	*25%*	*66%*	118	*29%*	*76%*	97	*24%*	*63%*	144	*35%*	*93%**
	Low to moderate use	175	*43%*	*69%*	180	*44%*	*71%*	140	*34%*	*55%*	221	*54%*	*87%**

Statistically significant difference at the 5% (*) level (□2 test).

Vectors of online of exposure to alcohol advertising

With regards to digital activities conveying alcohol advertising, the most frequently reported context in which respondents encountered alcohol advertising online was while browsing stories on social networks, with 53% of respondents reporting this channel of exposure. This first result underlines the prominent role of social media stories (such as those on Instagram, Snapchat, or Facebook) in delivering alcohol-related content, often in subtle, integrated formats.

The second most cited context or activity was while accessing music or videos, with 34% of respondents recalling seeing alcohol advertisements in this context. Other online activities or environments where participants reported encountering such ads included searching for information or news (23%) and playing games online or using apps (14%). A smaller portion of respondents recalled alcohol advertising exposure while doing online shopping (12%) or while posting on their own social media accounts (11%), highlighting that advertising can appear even in personal, interactive digital moments.

When looking at differences between respondents aged under 18 and respondents aged 18 or more, clear differences emerge. First, among respondents under 18, 48% reported seeing alcohol ads in social media stories (a slightly lower proportion than the national average, i.e. 53%), a substantial proportion especially considering the legal and regulatory efforts to limit minors' exposure in Switzerland. Further, 32% of minors reported encountering alcohol ads while streaming music or videos, and 21% while doing online searches; some proportions that are also consequent given the current regulation (i.e. bon on ads targeting youth under the age of 18). Remarkably, only 6% of minors reported to have seen alcohol ads while posting on their own social media profiles, compared to 14% among respondents aged 18 or more. This suggests that minors may be less exposed to branded interactions or sponsored content in more active digital contexts. In comparison to younger participants, respondents aged 18 and over, showed exposure levels slightly higher across most online contexts: 55% reported seeing alcohol ads in social media stories and 35% while accessing videos or music. They were also more likely than minors to report seeing alcohol advertising while playing games (17% vs. 8%) and while posting content on their personal social media accounts (14% vs. 6%).

Table 7. Digital activities conveying alcohol advertising in Switzerland (N=408); Question: "When you saw alcohol advertising on the Internet, do you remember if it was …" (multiple choice question)

Internet channels of alcohol advertising	**In the whole country sample**		Under 18		More than 18		Heavy to intensive ISN user		Moderate to low ISN user	
	n	%total	n	%cat.	n	%cat.	n	%cat.	n	%cat.
When browsing stories on social networks	**215**	53%	59	48%	156	55%	72	46%	143	56%
When posting on your account	**46**	11%	8	6%	39	14%	30	20%	16	6%
When accessing music or videos	**139**	34%	39	32%	100	35%	67	43%	72	29%
When playing games online or via an App	**59**	14%	10	8%	49	17%	29	19%	29	11%
When searching for information or news	**96**	23%	27	21%	69	24%	37	24%	59	23%
When making purchases (clothes, books, games, sporting equipment etc.)	**50**	12%	17	14%	32	11%	23	15%	26	10%

When broken down by intensity of internet and social network use, differences appear as well. Among heavy or intensive ISN users, exposure while browsing stories was slightly lower than among their more moderate counterparts (46% vs. 56%), a somewhat surprising result that may suggest content saturation possibly leads to desensitisation or underreporting. Nevertheless, heavy users reported greater exposure when accessing music or videos (43% vs 29% for moderate to low ISN users) and when posting on their own accounts (20% vs. 6%).

All in all, alcohol advertising appears in our sample highly visible online, particularly through social network stories and streaming platforms. While exposure is slightly lower among minors, levels of exposure remain concerning. Odler youth and heavy and intensive Internet and social media users further encounter such content more frequently across a wider range of online activities (especially when actively posting or engaging with multimedia). This points to the broad and multi-contextual nature of digital alcohol marketing, which reach both legal-age users and underage individuals across multiple online environments.

Attitudes towards digital alcohol advertising

Among the 343 respondents who answered the question “What do you do when you come across alcohol advertising on the Internet?”, the most frequent response was swiping or skipping the ad without paying attention, reported by 67% of the sub-sample. This behaviour was slightly more common among respondents under 18 — 72% — and among non-drinkers — 76% —, compared to those aged 18 or older and drinkers (with in both case 64%). Watching only the first few seconds before skipping was reported by 22% overall, slightly more prevalent among those under 18 — 29%— and among females — 25% — than among those over 18 and among males (with for both sub-groups 18%).

Only a minority reported watching the entire ad: 11%. This response option was slightly more common among males — 14% — and drinkers — 13% — than in females — 8% — and non-drinkers — 4%. Blocking adverts entirely and thus rarely seeing them was reported by 12% of these respondents. It appears slightly more common among those aged 18 or over (14%) than under 18 (6%), and among males (15%) compared to females (9%). The patterns suggest that while most young people avoid engaging with online alcohol ads, a notable portion, particularly older and male respondents, still watch them either partially or in full.

Impact of the last remembered alcohol advertising

When requested to think about the last alcohol advertising they could remember, the most commonly recalled context or location for encountering alcohol advertisements was on the Internet or social networks, cited by one third of respondents – 33% (results not presented in tables). This was closely followed by TV advertisements, which were remembered one fourth of participants – 25 %. Smaller but notable proportions of participants reported seeing the last alcohol ads on streaming services (12%) and elsewhere (13%). More marginally, 4% contextualised the last alcohol ads exposure at the cinema, while 13% did not remember where they had seen or heard advertisements.

Similar trends were observed across gender and age groups, although the proportions varied slightly. E.g. the most mentioned source was social networks and the Internet (31%), followed by TV (22%) among underage participants. Among participants over 18 years old these proportions were slightly higher with respectively 34% (Internet and social networks) and 26%(TV). Similar patterns appear when comparing males and females, with female participants having proportionally slightly less exposure on Internet and social networks (31%) and TV (23%) than male participants (35% of

them reporting the last exposure to alcohol ads being online on Internet or on social networks and 28% on TV.

When considering the drinking status, drinkers and non-drinkers in the last 12 months had almost the same proportion of exposure via Internet and social networks (33% for drinkers and 34% for non-drinkers) on TV (25% in both groups). Exposure on streaming services was nonetheless slightly higher amongst drinkers (13% among drinkers vs. 9% for non-drinkers).

In summary, across all groups, the Internet and social networks consistently appeared as the most common exposure channel for alcohol advertising, followed by TV, with streaming services occupying a modest third position. Also, age and drinking status appeared to influence recall slightly, with younger participants and non-drinkers being somewhat more likely to report "other" context or ”not remembering” the source.

Memorising advertised alcohol brand

When asked whether they remembered specifically the alcohol brand that was advertised in the last remembered alcohol advertising, a bit more than one third — 35% — of all respondents reported that they remembered it; about two third of the respondents accordingly did not retain this information.

When looking more closely at drinking status, differences become more apparent: 38% of those who reported drinking alcohol in the past 12 months reported they remembered the brand name, compared to only 26% among non-drinkers. When focusing on those who remembered the name of the advertised brand (n=142) and further investigating whether the specific brand had previously been tried, 41% of the respondents, a relatively large proportion, indicated they had already consumed that specific brand. Taken together these figures suggest that people who consume alcohol may be more attentive to alcohol advertising, possibly due to greater interest or greater receptivity, and/or that brand recognition may be linked to prior consumption experience and then might be used to reinforce brand recognition.

Desire to drink generated

In the whole sample of respondents (Table 8), nearly a quarter — 24% — reported that the last alcohol advertisement they remembered made them want to try the specific type of alcohol featured (7% were not sure or did not remember and 70% reported it did not; total percentages above 100% due to rounding effects). Slightly fewer, 20%, stated that they had actually tried the advertised brand since seeing the ad. These findings suggest a meaningful level of behavioural and attitudinal response to alcohol marketing among the youth who participated in the survey, with yest a gap between intention and action, but not a particularly wide one.

When results are examined by age, the desire to try the product was reported by 22% of minors and 24% of respondents aged 18 and over — showing only a negligeable difference in interest prompted by advertising (difference not statistically significant). However, when it comes to actual behaviour, the differences are more pronounced. Only 13% of minors reported trying the advertised brand, compared to 22% of older respondents. This difference is statistically significant ($\chi^2 = 4.19$; $p < 0.05$), indicating that adults were significantly more likely than minors to act on the advertisement by consuming the promoted product, possibly due to overall access to alcohol products. Nonetheless, the fact that one in eight minors reported trying the brand is noteworthy and concerning from a public health perspective.

Looking at gender, other interesting contrasts emerge: While 26% of female respondents reported wanting to try the advertised type of alcohol (compared to 21% of males; difference not statistically significant), males were significantly more likely to report having actually tried the advertised brand

(28% of males vs. 12% of females; $\chi^2 = 15.44$; $p < 0.001$). This difference was statistically significant as well, suggesting a meaningful gender gap in the way advertising translates into behaviour. In other words, even though women were slightly more likely to express interest, men were more likely to follow through by consuming the product.

When broken down by drinking status, the data shows clearly that prior alcohol use plays a major role in shaping reactions to advertising. Among current or recent drinkers, 30% said the ad made them want to try the alcohol, and 25% reported having actually tried it afterward. In contrast, only 5% of non-drinkers expressed interest, and a mere 3% had tried the brand. This stark difference reflects the much higher susceptibility—or simply greater opportunity—among drinkers to act on the messaging in alcohol advertisements.

In summary, both curiosity and consumption behaviour appear to be influenced by alcohol advertisements, with roughly one in four respondents wanting to try what they saw and one in five having done so. Older participants were significantly more likely than minors, and men than women, to follow up with actual consumption (i.e. to have tried afterwards the product advertised). In addition, and even if these results were not presented in Table 8, the socioeconomic status appeared also to be associated with actual consumption of the alcohol advertised, with respondents with higher socio-economic status reporting significantly higher levels of consumption than their counterparts with lower socioeconomic status (24% among superior socio-economic status vs. 14% among lower to intermediate economic status; $\chi^2 = 6.81$; $p < 0.01$). Also, current drinkers appear far more reactive than non-drinkers, as expected. While some of these differences were to be expected, the proportion of minors who both wanted and managed to try alcohol after seeing an ad underscores the continued relevance of alcohol marketing for targeting new consumers and accordingly the importance of sound enforcement of existing regulation.

Table 8. Reaction prompted by the last remembered alcohol advertising in Switzerland (N=408); Questions: "Did the advertisement make you want to try this specific type of alcohol? " and "Did you since then try this specific brand of alcohol?"

What the last advert you remember **triggered** in you?		*Wanted to try this specific type of alcohol*			*Tried the advertised alcohol brand since then*		
		n	*%total*	*%cat.*	n	*%total*	*%cat.*
In the whole country sample		**96**	***24%***	***24%***	**80**	***20%***	***20%***
Age	Under 18	27	*7%*	*22%*	17	*4%*	*13%**
	More than 18	69	*17%*	*24%*	63	*15%*	*22%**
Gender	Male	43	*11%*	*21%*	56	*14%*	*28%**
	Female	52	*13%*	*26%*	24	*6%*	*12%**
	Non-binary	1	*0%*	*15%*	0	*0%*	*0%*
	Other	0	*0%*	*0%*	0	*0%*	*0%*
Drinking status	Drinkers	91	*22%*	*30%*	77	*19%*	*25%*
	Non drinkers	5	*1%*	*5%*	3	*1%*	*3%*

Statistically significant difference at the 5% (*) level (□2 test).

Participants who were drinkers, i.e. youth who had consumed alcohol over the last 12 months (n=307), were further asked about general reasons for drinking alcohol (question "Why did you generally choose to drink alcohol?"; multiple choice question with 10 options). Among the various response's options, 7% of drinkers (5% of the total sample) selected the response option "Because the brand was endorsed by a celebrity or an influencer you like" and 6% (4% of the total sample) the option "Because you saw an advert you liked".

More specifically, the option “Because the brand was endorsed by a celebrity or an influencer you like” was selected by: 5% of youth aged under 18 and 8% of more than 18, 5% of female and 10% of males, 10% of drinker with superior socio-economic status vs. 4% with lower to intermediate economic status. The option “Because you saw an advert you liked” was selected by 4% of youth aged under 18 and 6% of more than 18, 4% of female and 8% of males, 7% of drinkers with superior socio-economic status vs. 4% of drinkers with lower to intermediate economic status. Gender (males more than females), age (older youths more than younger ones) and economic status (higher more than lower status) appear to be linked with the propensity of reporting being influenced by either by adverts that are liked and/or by celebrities or influencers endorsing alcohol brands.

Perceived impact of alcohol advertising on young people

In the total national sample, the general perception among the survey participants is that alcohol advertising on the Internet has a strong influence on young people. Overall, 85% of the respondents stated that such advertising "works", while only 15% believed it does not work. This suggests a broad consensus that online alcohol advertising affects youth, either directly or indirectly. When examining responses by age group, perceptions differ slightly. Among respondents under 18, 80% considered that online alcohol advertising works. This perception becomes more pronounced among those aged 18 and over, where 87% agreed it works. Looking at gender, female respondents were slightly more likely than males to believe in the impact of Internet alcohol advertising, with 89% of women indicating it works, compared to 82% of men. This result suggests gendered differences in the perception of advertising influence, with women showing slightly greater awareness or concern. A similar gap was observed when considering drinking behaviour in the last 12 months: 87% of drinkers believed that online alcohol advertising works, compared to 79% among non-drinkers. While both groups largely acknowledge its influence, drinkers were somewhat more convinced of its effectiveness, possibly reflecting personal experiences.

Across all groups, the perception that online alcohol advertising works on young people is dominant. Slight variations emerge based on gender, age, drinking status, and Internet use intensity (results not showed in tables), but the overall pattern suggests widespread agreement that such advertising has a notable influence — especially among those more digitally engaged.

Table 9. General opinion on the impact of alcohol advertising on Internet in Switzerland (N=408)); Question: “Do you think alcohol advertising on the INTERNET works on young people?”

Do you think alcohol advertising on the Internet **works** on young people?		***It works***			***It does not work***		
		n	% total	*%cat.*	n	% total	*%cat.*
In the whole country sample		**348**	***85%***	***85%***	**60**	***15%***	**15%**
Age	Under 18	99	*24%*	*80%*	24	*6%*	*20%*
	More than 18	248	*61%*	*87%*	36	*9%*	*13%*
Gender	Male	165	*40%*	*82%*	38	*9%*	*19%*
	Female	178	*44%*	*89%*	23	*6%*	*11%*
	Non-binary	5	*1%*	*100%*	0	*0%*	*0%*
	Other	0	*0%*	*0%*	1	*0%*	*100%*
Drinking status	Drinkers	268	*66%*	*87%*	39	*10%*	*13%*
	Non drinkers	80	*20%*	*79%*	21	*5%*	*21%*

Statistically significant difference at the 5% (*) level (chi^2 test).

General opinion and acceptance of alcohol control policies

General opinion on alcohol advertising

Table 10 provides a general overview of public opinion regarding alcohol advertising, based on an indicator created from the question: “How would you summarise your opinion on alcohol marketing?” Respondents were grouped into three main categories: those who fully disapprove of alcohol advertising, those who fully approve of it, and those who expressed a mixed or no opinion.

In the overall national sample, a notable proportion of respondents – 39% – expressed full disapproval of alcohol advertising. In contrast, only 9% declared full approval of such marketing practices, while the majority, 52%, had either a mixed opinion or did not express a clear stance. These figures highlight that even if participants were predominantly cautious or undecided, a full approval of alcohol marketing was relatively rare.

When disaggregated by age, differences in opinion become more apparent. Among respondents under the age of 18, 36% expressed full disapproval of alcohol advertising, while only 7% fully approved of it (i.e. a majority of this younger group, 57%, reported mixed or no opinions). Among respondents aged 18 and above, disapproval was somewhat more pronounced reaching 41%. On the other hand, 10% of the older participants expressed “full approval”, with 49% remaining in the mixed or undecided category. These results indicate that younger respondents are slightly more ambivalent, whereas older individuals are somewhat more likely to hold a definitive stance, particularly one of disapproval. In terms of gender, women appeared more critical of alcohol advertising than men. Among female respondents, 43% reported full disapproval, compared to 36% of male respondents. Approval levels were similar between the two groups, both at 9%. Consequently, men were slightly more likely to express a mixed or unclear opinion (55%) than women (49%).

Drinking status over the past 12 months did not lead to large differences in opinion. Among those who had consumed alcohol (“drinkers”), 39% reported full disapproval of alcohol advertising, which is identical to the overall national rate. Approval among drinkers stood at 10%, slightly higher than the 7% found among non-drinkers. Economic category showed modest variation: Among those in the superior economic category, 36% fully disapproved and 11% fully approved of alcohol advertising (53% expressed mixed or no opinion). Among those in the lower and intermediate category, disapproval was somewhat higher — 43% — and approval was lower — 7% (50% held mixed or no opinions).

When considering knowledge of the existing advertising restrictions results showed limited differences: 38% of those aware of the ban expressed full disapproval, compared to 40% of those who were not aware; Approval was slightly lower among those who knew of the ban (5%) than among the ones who did not (10%).

Finally, differences were more pronounced when looking at acceptance of the ban on alcohol advertising to minors, and statistically significant differences emerged across all categories. Among those who fully or somewhat agreed with the ban, 46% expressed full disapproval of alcohol advertising; a meaningfully and significantly higher level than the 21% observed among those who disagreed with or were unsure about the ban ($\chi^2 = 34.15$; $p < 0.001$). Contrariwise, full approval of alcohol advertising was lower among participants supporting the ban (8%) compared to those who opposed or were uncertain about the ban (11%; $\chi^2 = 5.96$; $p < 0.05$). Mixed general opinion (or no opinion) about alcohol advertising was similarly lower among participants who fully or somehow agreed to the ban (45%) than among the ones opposed or uncertain about the ban (68%; $\chi^2 = 18.53$;

p < 0.001). These differences were all statistically significant, supporting for the hypothesis arguing for a strong association between policy support and critical attitudes toward alcohol marketing.

Table 10. General opinion on alcohol advertising in Switzerland (N=408)

How would you summarise your **opinion** on alcohol marketing?		**Full disapproval**			**Full approval**			**Mixed or no opinion**		
		n	% total	*%cat.*	n	% total	*%cat.*	n	% total	*%cat.*
In the whole country sample		**160**	**39%**	***39%***	**37**	***9%***	**9%**	**211**	***52%***	**52%**
Age	Under 18	44	11%	*36%*	9	*2%*	*7%*	71	*17%*	*57%*
	More than 18	116	28%	*41%*	28	*7%*	*10%*	140	*34%*	*49%*
Gender	Male	72	18%	*36%*	19	*5%*	*9%*	110	*27%*	*55%*
	Female	85	21%	*43%*	17	*4%*	*9%*	98	*24%*	*49%*
	Non-binary	3	1%	*55%*	0	*0%*	*0%*	2	*1%*	*45%*
	Other	0	0%	*0%*	1	*0%*	*100%*	0	*0%*	*0%*
Drinking status	Drinkers	119	29%	*39%*	30	*7%*	*10%*	159	*39%*	*52%*
	Non drinkers	42	10%	*41%*	8	*2%*	*7%*	52	*13%*	*51%*
Economic category	Superior	79	19%	36%	23	*6%*	11%	117	*29%*	53%
	Lower and Intermediate	81	20%	43%	14	*3%*	7%	94	*23%*	50%
Knowledge of the ban to advertise alcohol to minors	Yes	35	9%	*38%*	5	*1%*	*5%*	53	*13%*	*57%*
	No	125	31%	*40%*	33	*8%*	*10%*	157	*39%*	*50%*
Acceptance of ban on advertising to minors	Fully or somewhat agree	136	33%	*46%**	24	*6%*	*8%**	132	*32%*	*45%**
	Fully or somewhat disagree or don't know	25	6%	*21%**	13	*3%*	*11%**	78	*19%*	*68%**

Statistically significant difference at the 5% (*) level (□2 test)..

Knowledge of regulation on alcohol advertising towards minors

The data on knowledge of alcohol advertising regulation toward minors reveals that only 23% of respondents gave a correct answer by stating that advertising alcohol targeting minors (under 18) is prohibited in their country. This relatively low overall awareness points to a significant information gap.

Differences are particularly pronounced between gender and drinking status (i.e. consumption or no-consumption in the last 12 months): Males are more aware than females — 33% of males responded correctly to the question, compared to just 13% of females — and non-drinkers than drinkers — 32% of non-drinkers responded correctly to the question, compared to 20% of drinkers. These observations argue on the one hand for a considerable gender disparity in knowledge of this regulation and, on the other hand that individuals who abstain from alcohol might be more attentive to regulatory or health-related information. Age and economic background appear to play more modest roles with regards to knowledge of this regulation. While awareness improves slightly with age, it remains relatively low even among adults: 18% of respondents under 18 knew about the ban, compared to 25% among those over 18 whereas those from a superior economic background had slightly better knowledge (25%) than those from lower or intermediate levels (20%). Finally, profiles of Internet and social network use offer an interesting contrast: Respondents with moderate to low ISN use had lower awareness (20%) than heavy or intensive users (27%).

Overall, the data indicates that awareness of the prohibition on alcohol advertising to minors is low across all groups, with notable differences by gender, drinking status, and Internet use profiles.

Acceptance of advertising regulation

The overall acceptance of the ban on alcohol advertising to minors is relatively high in our sample, with 72% of respondents stating that they agreed or fully agreed with such a regulation. Support appears to be fairly balanced across gender, with 72% of males and 71% of females expressing agreement. Age plays a modest role: while 67% of those under 18 support the ban, this proportion rises slightly to 74% among older respondents, suggesting that older respondents may be somewhat more inclined to endorse protective measures for minors.

With regards to other potential associations, drinking behaviour appears not to strongly influence attitudes toward the ban, with 71% of drinkers and 73% of non-drinkers expressing support. However, socioeconomic status appears to be more relevant, as 77% of respondents from lower to intermediate economic backgrounds agreed with the ban, compared to 67% from more affluent categories, indicating slightly stronger support among less advantaged groups. Interestingly, internet and social network (ISN) usage shows a clearer divide: 75% of moderate to low users supported the ban, compared to only 66% of heavy or intensive users, which may reflect greater exposure to online alcohol content among frequent users and a corresponding lower acceptance of restrictions.

CONCLUSION

Awareness of the exposure to alcohol advertising

- The study revealed widespread awareness among young people of alcohol advertising, across both traditional and digital channels. In Switzerland, this awareness is shaped by diverse and omnipresent forms of exposure, with the Internet and social media playing particularly dominant roles in the daily lives of youth. Qualitative interviews confirmed that digital platforms such as Instagram, TikTok, and YouTube are deeply embedded in young people's routines, with participants often encountering alcohol-related content in a casual and sometimes subtle manner, such as through influencer posts, lifestyle vlogs, or friend-shared content. Importantly, many respondents noted that while these forms of advertising are not always immediately recognised as marketing, their frequency and emotional appeal make them particularly impactful.
- Quantitative data supported these findings: 89% of surveyed youth reported exposure to alcohol advertising through digital or audiovisual media in the past 30 days. Specifically, 73% encountered such content on social media and 68% on the Internet more broadly. While adults (18+) were slightly more exposed than minors, the difference was modest: 69% of minors reported exposure via social media and 60% online. These figures highlight not only the prevalence of alcohol advertising in digital spaces but also its reach into age groups that should be protected under existing regulations. Notably, the exposure gap between age groups was statistically significant for Internet exposure, but relatively small, underscoring the challenges of enforcing age restrictions in online contexts.
- Traditional media also remain a strong vector of alcohol marketing in Switzerland. Over half of the respondents had seen alcohol advertisement in the street (62%) and alcohol portrayals or advertisements on national television (58%; through commercials, product placements in movies or series, and music videos). This persistence of exposure through “older” formats was also evident in qualitative interviews, where participants recalled seeing billboards, TV commercials, and branded posters in public spaces. In many cases, these forms of exposure were remembered due to their repetition, humour, or emotional resonance, suggesting they remain effective even in the digital era.
- Despite frequent exposure, youth expressed mixed feelings about alcohol advertising. While some appreciated the creativity and visual appeal of certain campaigns, many voiced concerns about their potential influence, particularly on younger audiences. Importantly, 85% of survey respondents believed that alcohol marketing works on young people. This widespread recognition among youth themselves points to a perceived vulnerability to advertising and raises concerns about the adequacy of current regulatory framework.

The role of ADAM in motivations to drink alcohol

- Exposure to alcohol marketing was not only widespread but also linked to motivations for consumption, especially among younger audiences. A quarter (24%) of the quantitative sample reported that the last alcohol advertisement they recalled made them want to try the product, and 20% had after exposure consumed the alcohol advertised. Among minors, 22% expressed a desire to try the advertised drink and 13% actually tried the advertised alcohol brand since then. These figures point to a notable intention-action dynamic and highlight the persuasive power of marketing, particularly when delivered through emotionally engaging or peer-endorsed content.
- Regarding digital marketing, social media was identified as a particularly influential space for alcohol positive portrayal. Posts by influencers were the most frequently cited vector of exposure (24%), followed by content shared by brands and celebrities (each 17%) or by event organisers (11%). Young people viewed influencers as especially powerful promoters, given their lifestyle-oriented, relatable content. Qualitative participants described these messages as seamlessly woven into everyday content, often promoting alcohol as an element of fun, sociability, or celebration. Several interviewees also noted that algorithm-driven content made alcohol portrayal more frequent for users who engaged with such content even occasionally.
- Television and film also played a role in shaping youth perceptions of alcohol. Participants described alcohol consumption in TV series and movies as normalised and often glamorised. These portrayals were sometimes seen as more influential than direct advertisements, due to their subtle association with aspirational lifestyles or desirable emotions such as relaxation and social belonging. Peer influence and social expectations emerged also as significant motivators for drinking, often reinforced by marketing. Alcohol was commonly associated with key social functions such as fitting in, celebrating, or relaxing. Some participants described alcohol advertising as reinforcing the idea that drinking is integral to social accomplishment. Moreover, financial incentives such as promotions and price discounts were depicted as strong enablers, particularly for youth with limited incomes.
- Nevertheless, most of the participants to the interviews did not believe they were personally influenced by alcohol advertising, but that others, particularly younger or more impressionable individuals, were subject to this influence. While a vast majority of respondents to the web survey – not less than 85% – acknowledged that alcohol advertising on the Internet has a strong influence on young people, this disconnect suggests a form of third-person effect, which could obscure self-awareness about the impact of marketing at the individual level.

Impact of regulations in the national framework

The study found a significant disconnect between existing alcohol advertising regulations and public awareness of these rules. Only 23% of youth correctly identified that alcohol advertising targeting minors is banned in Switzerland. Among minors, awareness was even lower: 18%. This gap was echoed in qualitative interviews, where most participants reported little to no knowledge of the regulatory framework. These findings point to a need for greater visibility, communication, and enforcement of existing laws.

Despite limited awareness, there was substantial support for stronger alcohol advertising regulation. Overall, 72% of respondents agreed with banning alcohol ads to minors, and this support was consistent across age, gender, and drinking status. Participants in the qualitative survey expressed clear concern about the shortage of current regulations' implementation, especially regarding digital marketing. Interestingly, many respondents questioned the real-world effectiveness of existing measures. Even those who supported stricter regulation doubted their enforcement, citing the pervasive nature of alcohol marketing (in particular online) and the technical challenges of age verification in digital environments.

Support for regulation was also tied to broader reflections on health, well-being, and social influence. While alcohol was widely viewed as a culturally embedded substance, many youths expressed awareness of its risks, both short- and long-term. These included physical harm, emotional consequences, and negative social outcomes. The normalization of alcohol in media was seen as part of the problem, with several participants calling for more balanced messaging and prevention strategies.

In brief

The results of this mixed-method study underscore the significant and multifaceted exposure of young people to alcohol marketing in Switzerland. Despite limited awareness of current regulations, youth demonstrate strong support for stricter advertising controls, particularly when it comes to protecting minors. The influence of digital media and social portrayals is particularly salient, highlighting the need for comprehensive regulatory responses that extend beyond conventional advertising formats. By taking into account youth perceptions and actual exposure data, policymakers can develop more effective strategies to curb the impact of alcohol marketing on younger audiences.

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