

## APPENDIX A: details and synopses of 83 alcohol harm reduction advertisements

Rank	Ad name; Campaign	Country	Sponsor	Length	Dominant topic	Guidelines	Gender-specific content	Synopsis
1	<i>Spread</i> ; Alcohol & cancer	Australia	Western Australian Government Drug and Alcohol Office	30	LTH	Yes	Non-specific	A glass of red wine is knocked over and the spilled wine spreads throughout a simulated image of a female body. The voiceover states "with every drink the risk of cell mutations in the breast, bowel, liver and throat increases; these cell mutations are also known as cancer".
2	<i>What you can't see</i>	Australia	Western Australian Government Drug and Alcohol Office	30	LTH	Yes	Non-specific	As a man opens a beer at home we see the 'toxic effects' alcohol can have on the heart, liver, bowel and brain through a series of anatomical diagrams. "It's what you can't see that can cause the most damage".
3	<i>Danny</i> ; Not the drinking	New Zealand	Government Health Promotion Agency	45	STH	No	Non-specific	A man drinking with friends at the pub becomes progressively drunk and turns violent toward bar staff. He wakes up in a bloody mess on the bathroom floor and sees his young daughter's horrified face. The ad ends with the tagline "it's not the drinking, it's how we're drinking".
4	<i>Male</i> ; Damage you can't see	United Kingdom	National Health Service	40	LTH	Yes	Male	Three men are drinking in a pub and one appears transparent as if by x-ray. A voiceover informs that alcohol increases the risk of high blood pressure, stroke and mouth cancer. The ad finishes with the main character agreeing to another drink stating "one more can't hurt". The ad ends with the tagline "drinking causes damage you can't see".
5	<i>Could happen to you</i> ; Alcohol & cancer	Australia	Western Australian Government Drug and Alcohol Office	30	LTH	Yes	Non-specific	A factual interview with Professor Ian Olver is alternated with simulated imagery from the Australian 'Spread' ad of alcohol causing damage in the body. The ad ends with Professor Olver stating "no matter who you are or what you drink, your risk of cancer increases the more you consume".
6	<i>Female</i> ; Damage you can't see	United Kingdom	National Health Service	40	LTH	Yes	Female	Two women share a bottle of wine in the kitchen and one appears transparent as if by x-ray. The voiceover informs that alcohol increases the risk of high blood pressure, stroke and mouth cancer. The ad finishes with the women agreeing to finishing off the bottle, "well it can't do any harm". The ad ends with "drinking causes damage you can't see".
7	<i>Change4Life</i>	United Kingdom	Government Department of Health	60	LTH	Yes	Non-specific	This animated ad depicts a couple who enjoy having a few drinks to unwind at the end of the day. After depicting a number of health harms associated with alcohol (stroke, heart disease, mouth cancer etc.) they offer tips to reduce consumption, such as having a few alcohol free nights and swapping the hard stuff for something softer.
8	<i>Male units</i> ; Know your limits	United Kingdom	National Health Service	30	LTH	Yes	Male	The ad depicts the number of units of alcohol the male character consumes over the course of a week (at the pub, eating at a restaurant, at home to unwind at the end of the week). The voiceover informs "if men regularly exceed 3-4 units a day it can add up to a serious health problem".
9	<i>Tolerance of drunken behaviour</i>	Australia	Western Australian Government Drug and Alcohol Office	30	STH	No	Non-specific	A young male is feeling guilty about a friend undergoing physical therapy to walk again after a night at the pub (cause of injury is unclear). The injured man tells his friend "you did nothing", implying he wasn't the cause of the injury, but the friend seems to think he should have intervened to stop the drunkenness. The ad ends with the tagline "putting up with drunkenness can have serious consequences".
10	<i>Lisa</i> ; Not the drinking	New Zealand	Government Health Promotion Agency	45	STH	No	Non-specific	A woman is enjoying after work drinks at a pub with colleagues. As the night progresses we see her become more intoxicated. As she leaves a man aggressively takes hold of her dragging her down an alleyway. The ad ends with the tagline "it's not the drinking, it's how were drinking".
11	<i>Don't kid yourself</i>	Australia	Queensland Government	30	UH/RM	No	Non-specific	A young girl is being assaulted in an alleyway. Going backwards in time, we see her leaving a party with two young boys after enjoying herself and dancing. Rewinding even further we see her preparing for the party with friends, and before that we see her leaving her house where her father has provided her with a slab of alcoholic drinks.
12	<i>Boy</i> ; Can't rewind your actions	Australia	Central Institute of Technology and City of Perth	50	STH	No	Non-specific	Three young males are drinking at home, and then head out to a pub where they are refused entry. They continue to loiter on the street and receive a written warning by police to move on. One youth punches a policeman and is handcuffed. The ad ends with the tagline "you can't rewind your actions".
13	<i>Female units</i> ; Know your limits	United Kingdom	National Health Service	30	LTH	Yes	Female	The ad depicts the number of units of alcohol the female character consumes over the course of a week (catching up with friends, eating at a restaurant, at home at the end of the week). The voiceover informs "if women regularly exceed 2-3 units a day, it can add up to a serious health problem".
14	<i>Here's to</i>	Australia	Western Australian Government Drug and Alcohol Office	45	STH	No	Non-specific	Different scenarios depict the diverse ways in which drunkenness affects the whole community, such as bartenders being abused, people living in fear of assault, community members cleaning up rubbish and vandalised property, police bearing bad news, parents worrying about their children. The ad ends with the voiceover "let's keep alcohol under control".
15	<i>Boy</i> ; Don't turn up drunk	Australia	Central Institute of Technology and City of Perth	45	STH	No	Non-specific	Young adults are drinking and having a good time, and go to a nightclub where one male is refused entry. The police arrive as he is trying to push his way in. The cost of the night is calculated during the ad (beer, taxi, criminal record for obstructing police). The ad ends with the male in jail and the tagline "you decide the cost".
16	<i>Kat</i> ; Ease up	New Zealand	Government Health Promotion Agency	60	STH	No	Non-specific	A friend talks to her colleague, Kat, in the tea room at work about how she is worried about Kat's drinking. We see scenes of Kat's alter egos when she is drinking: backstab-Kat, you're-boring-Kat, and fall-down-Kat. The ad finishes with the voiceover "however you do it, tell them to ease up on the drink".
17	<i>Youth and alcohol don't mix</i>	Bermuda	Department for National Drug Control	60	UH/RM	No	Non-specific	A colourful animated ad that informs parents why children should wait until 18 years of age before drinking (alcohol increases the risk of poor grades, depression, violence and sexual activity), how the parents' drinking can influence children, and that adults should never provide alcohol to a minor.
18	<i>Know when to say when</i>	Australia	New South Wales Government	30	STH	No	Non-specific	A series of scenarios are used to ask the question 'when have you had enough?', by depicting adult drinkers knocking over a glass, messing up a cab, starting a fight with friends, waking the neighbours, entering a booze bus etc. The ad finishes with the tagline "know when to say when".
19	<i>Binge girl</i> ; Know your limits	United Kingdom	Government Home Office	40	STH	No	Non-specific	A young woman prepares for a night out by ripping her stockings and blouse, vomiting in the sink, smudging her makeup, spilling alcohol on her clothes and ripping the heel off her shoe. She checks herself in the mirror before walking out the door. The ad ends with the tagline "you wouldn't start a night like this so why end it that way?".
20	<i>Uncle</i> ; Not the drinking	New Zealand	Government Health Promotion Agency	45	STH	No	Non-specific	A man at a barbeque is playing with children by spinning them through the air. We see him consume numerous drinks through the afternoon and evening. Later on, when a child asks to be spun around again, he obliges in the living room but loses control and throws the child into a cabinet. The man is told by his family to get out, and he leaves appearing remorseful and very intoxicated.
21	<i>Don't let alcohol abuse you</i>	Ireland	Ireland Health Promotion Unit	30	STH	No	Non-specific	A young woman is woken up by a voice coming from an empty wine bottle on the bedside table. The bottle says "where is lover boy now? Forgotten what happened? He hasn't and he is bragging right now". As the girl gets upset and tries to get dressed the bottle mockingly laughs at her. The ad ends with the tagline "don't let alcohol abuse you".
22	<i>Do something about drunkenness</i>	Australia	Western Australian Government Drug and Alcohol Office	30	STH	No	Non-specific	At a backyard barbeque party we see a man consuming beer. Later on he is dancing inside the house but trips on the rug and loses balance, crashing into a pregnant woman who is knocked against the kitchen bench. In the next scene, a doctor tells the woman that she has lost the baby. The ad ends with the tagline "we can all do something about drunkenness".
23	<i>Matt</i> ; Ease up	New Zealand	Government Health Promotion Agency	60	STH	No	Non-specific	Matt is woken up by his wife, who says "I'm not here to tell you to stop having a great time, but I don't want you to hang out with those mates of yours" and we see scenes of intoxicated Matt's 'mates/alter egos': abuse-your-friends-Matt, money-wasting-Matt. The ad ends with the voiceover "however you do it, tell them to ease up on the drink".
24	<i>Rosie</i> ; Not the drinking	New Zealand	Government Health Promotion Agency	45	STH	No	Non-specific	Rosie sees herself outside the restaurant she is at. She follows her alternate self to a nightclub and watches with embarrassment as she has drinks shots, dances, kisses a work colleague and leaves the nightclub with him. As the taxi drives off Rosie yells "what are you doing?". The taxi pulls over, and the alternate Rosie leans out to vomit.
25	<i>Emily</i> ; Start talking	United States of America	Substance Abuse and Mental Health Services Administration	30	UH/RM	No	Non-specific	At an alcoholic anonymous meeting, a child named Emily explains that "in seven years I'll be an alcoholic, I'll start drinking in 8th grade but my parents won't really notice because I'll do okay in school and everything will seem okay, but it won't be okay". The ad ends with the tagline "start talking before they start drinking."
26	<i>Another night wasted</i>	United Kingdom	National Health Service Northamptonshire	30	STH	No	Non-specific	Sam had 5 wines and 2 double shots and is on the filthy floor beside the toilet with vomit all over her, she receives a text message that reads "where r u?". Joe had 5 pints of lager and 3 vodkas and is lying face down in pile of vomit in a toilet cubicle, a friend calls out that he is missing the soccer game. The ad ends with the tagline "another night wasted".
27	<i>Tumour</i>	United Kingdom	Balance	40	LTH	No	Non-specific	A man drinks beer as he is cooking. A tumour in the bottom of the glass grows as he drinks, and he swallows it with the last mouthful. "The World Health Organization classifies alcohol as a Group 1 Carcinogen; like tobacco and asbestos it can cause cancer. The more you drink and the more often you drink the more you increase your risk of cancer."
28	<i>Party – Pub</i> ; Night out nightmare	Australia	Commonwealth Government	60	STH	No	Non-specific	Young people are drinking and celebrating at a house party when a female falls onto a glass coffee table and cuts her hands. In the second scene, a group of friends at a pub order rounds of drinks and a fight breaks out as one of them is bumped by a man walking past. The ad ends with the tagline "don't turn a night out into a nightmare".
29	<i>Say yeah, nah</i>	New Zealand	Government Health Promotion Agency	60	How	No	Non-specific	A man says "yeah, nah" when offered another beer. When his friend questions him he says "yeah I'm still going to have a good night but nah I don't want another beer" and we see through the friend's eyes his initial disappointment and then the fun they continue to have without drinking any more.
30	<i>Influencer</i> ; Before it gets ugly	Australia	New South Wales Government	30	How	No	Non-specific	When a young man gets up to buy another round of drinks for his friends, another man sits down in his seat. He is injured and bleeding and explains to the friends that he is the guy their mate is going to punch later. He says they can stop it happening by helping the friend to pace himself or taking him home early. The man returns with the drinks to find his friends looking uncomfortable. The ad ends with "stop before it gets ugly".
31	<i>Monsters</i>	Finland	Fragile Childhood and A-Clinic Foundation	50	STH	No	Non-specific	A series of scenarios portray children looking confused and scared. As the camera pans out we see a grim reaper watching a boy in a playground, a girl holding the hand of a zombie, an evil clown watching a boy play soccer and a burglar putting a seatbelt on a boy. The ad ends with tagline "how do our children see us when we've been drinking?".
32	<i>Alley</i> ; Every drink counts	Australia	Queensland Government	45	STH	No	Non-specific	At a nightclub where young people are drinking, we see a young woman become intoxicated as she consumes more and more alcohol. As the night goes on, the image becomes blurry and then we see the young woman leave with a group of men. In the next scene, she is lying on the footpath with the men standing over her, who then run away. The ad ends with "every drink counts".
33	<i>Gary</i> ; Not the drinking	New Zealand	Government Health Promotion Agency	45	STH	No	Non-specific	At a wedding, Gary watched as his alternate self grabs another beer and embarrasses his daughter by insisting that she dance with him. As the daughter walks away, alternate Gary tries to breakdance and hurts his back. Gary just shakes his head. The ad ends with the tagline "it's not the drinking, it's how were drinking".
34	<i>Think twice</i>	United Kingdom	Balance	60	LTH	No	Female	Two glasses of wine are poured. "Many of us like to have a drink. We might pour a glass of wine like these, but did you know each of these glasses is half a pint of wine. It's important to know as there are proven links between alcohol and breast cancer. The next time you are having a drink, think twice about alcohol and breast cancer."
35	<i>Male</i> ; Control your other you	United States of America	Clemson University, South Carolina	30	STH	No	Male	A respectable looking man is washing his hands in bathroom. But in the reflection in the mirror we see how the man behaves when he is intoxicated, along with the text "you've never threatened your wife... relieved yourself in public... groped your daughter's roommate... resisted arrest... but he has". The ad ends with "control your drinking, control your other you."
36	<i>Families and alcohol</i>	United Kingdom	Balance	30	STH	No	Non-specific	A young child reads a poem "my dad is always loving and kind, he is simply one of the best you'll find. A shiny example of everything good, my dad really loves me like a true father should" but the scenes show the father drunk, being a poor role model and missing his son's birthday. The end tagline is "is drinking affecting the ones you love?".
37	<i>Stain</i> ; Alcohol & cancer	Australia	Western Australian Government Drug and Alcohol Office	30	LTH	Yes	Non-specific	The ad shows an empty wine bottle and we see red wine stains on the table. As the camera pulls back we see that the stains spell the word "cancer". The voiceover explains that alcohol can cause cancer which "can develop in the breast, liver, bowel, mouth or throat".
38	<i>Brandon</i> ; Start talking	United States of America	Substance Abuse and Mental Health Services Administration	30	UH/RM	No	Non-specific	At an alcoholic anonymous meeting, a child named Brandon explains that "in nine years I'll be an alcoholic, I'll start drinking with older kids and whatever they'll do, I'll do". A voiceover says "kids who drink before age 15 are 5 times more likely to have alcohol problems as adults, so start talking before they start drinking".
39	<i>Munro</i> ; Not the drinking	New Zealand	Government Health Promotion Agency	45	STH	No	Non-specific	Munro sees his alternate self order another beer and proceed to spill it on a woman, interrupt a friend playing pool and ask his boss why he didn't get a pay rise. After arriving home with his girlfriend, she abruptly leaves as he had fallen asleep on the bed. The ad ends with the tagline "it's not the drinking, it's how were drinking".
40	<i>Binge boy</i> ; Know your limits	United Kingdom	Government Home Office	40	STH	No	Non-specific	A young man gets ready for a night out by smashing his watch, ripping and spilling food down his t-shirt, urinating on his shoes, shaving off an eyebrow and ripping out an ear piercing. He looks in the mirror before walking out the door and the tagline states "you wouldn't start a night like this, so why end it that way?".
41	<i>Think before you drink</i>	Australia	Tasmanian Drug Education Network	30	UH/RM	No	Non-specific	Children act out a scene, voiced by adults, in which where they are having a few drinks and talking about being worried about their kid's drinking. As the boy goes to leave on his scooter, the girl asks if he is alright to drive, he replies "yeah, I can hold my drink". The ad ends with "what are you teaching your children?".
42	<i>Superhero</i> ; Know your limits	United Kingdom	Government Home Office	40	STH	No	Non-specific	A bride-to-be loses some balloons that get caught high up on the scaffolding on a building. A superhero acrobatically climbs the scaffolding. The superhero reaches out for the balloons as the crowd watch on nervously, and then we see that the superhero is actually just a man in a business suit. He then slips and falls. "Too much alcohol makes you feel invincible when you are most vulnerable".
43	<i>Receptionist</i> ; Champion moves	Australia	Northern Territory Government	30	How	No	Non-specific	A young man is giving unwanted attention to a woman at a nightclub. As her boyfriend arrives, the man's friend intervenes and pretends he has a phone call for the man, in order to diffuse the situation and get his friend to leave. The voiceover states "it takes a real mate to keep their friends out of trouble".
44	<i>Catwalk</i> ; Know your limits	United Kingdom	Government Home Office	60	STH	No	Non-specific	On a catwalk titled 'The Nightlife Collection', we see a young woman strutting the catwalk before squatting down and urinating. The next woman comes out and vomits on the catwalk. In the final scene, two male models get into a fight. The ad concludes with the tagline "you wouldn't start a night like this, so why end it that way?".
45	<i>Boy</i> ; You, your child and alcohol	United Kingdom	Police Service Northern Ireland and Public Health Agency	30	UH/RM	No	Non-specific	A father asks his teenage son about his night. He says he was at the park playing football. However, in the subtitles we see he was really drinking in the park, and that during a fight his friend was stabbed and so now he's scared. The ad ends with the voiceover "look out for the guide called 'You, your child and alcohol' for the truth about underage drinking."

46	<i>Muzzle</i> ; Champion moves	Australia	Northern Territory Government	30	How	No	Non-specific	Standing at the bar in a pub, one man is verbally harassing another man. As the situation escalates, the man's friend steps in to diffuse the situation by putting his hand over his friend's mouth like a muzzle and saying that "he just doesn't know when to shut up". The voiceover states "it takes a real mate to keep their friends out of trouble".
47	<i>Too much booze, we all lose</i>	Australia	National Drug Research Institute and Kalgoorlie Alcohol Action Project	45	STH	No	Non-specific	Against a soundtrack of Christmas carols, a group of young adults are drinking alcohol at home before going to the pub. While some drink water, the main character refuses when offered. He harasses a woman at the pub. As he is thrown out by the bouncer he knocks over another woman who requires medical attention. The boy is arrested.
48	<i>I see</i>	Australia	Western Australian Government Drug and Alcohol Office	45	UH/RM	No	Non-specific	Watching TV on the couch, an adolescent boy asks his father if he and his friends could "grab a few beers". The father replies that "yeah, can't see the harm". The following scenes depict the harms of underage drinking as witnessed by a taxi driver, school psychologist, paramedic and surgeon. The ad ends with "no one should supply alcohol to under 18s".
49	<i>Don't be the one to miss out</i>	United Kingdom	National Health Service and Brownlow Health	50	How	No	Non-specific	The ad opens with the question 'is this you?' while a young man is shown drinking at a pub. He pushes away water when offered and refuses to eat a meal with friends. Later on, he is vomiting outside. His friends put him to bed and laugh outside his bedroom door, and the text on screen reads 'don't be the one to miss out'.
50	<i>Male</i> ; You always have a choice	Canada	Government of Saskatchewan	30	STH	No	Non-specific	A designated driver asks his friends if they are ready to leave, however a young woman interrupts asking who will buy her a drink. The young men look at each other and the voiceover states "go home or keep drinking, remember you always have a choice". In the next scene, a doctor asks the young man for a list of all his recent sexual partners.
51	<i>Snake-eye Stevie</i> ; No excuses	Australia	VicHealth and Victorian Government	30	How	No	Non-specific	Two men are at a pub. When one of the men is offered another beer by his friend he replies "no, I can't. I'm on antibiotics". The friend questions him and so the man makes up an elaborate excuse of having 'snake eye'; as he tells this lie, we see a snake wrap itself over his shoulder. The ad ends with tagline "you don't need an excuse", promoting the idea that it's ok to drink without getting drunk.
52	<i>Girl</i> ; Don't turn up drunk	Australia	City of Perth and Central Institute of Technology	40	STH	No	Non-specific	A group of young adults are drinking and then catch a taxi to a nightclub. The young women jump the queue to enter the nightclub. When challenged they become aggressive, and one of the women punches another. The cost of the night is calculated during the ad (beer, taxi, criminal record for assault, ambulance service). The ad ends with the tagline "you decide the cost".
53	<i>Girl</i> ; Can't rewind your actions	Australia	City of Perth and Central Institute of Technology	45	STH	No	Non-specific	Three young women are drinking and getting ready for a night out. At the nightclub on a crowded dancefloor one woman keeps bumping into another group, who eventually yell at her to dance somewhere else and then smash a bottle over her head. We then see the girl's evening rewinding back to the beginning of the night, with the tagline "you can't rewind your actions".
54	<i>Lasso</i> ; Champion moves	Australia	Northern Territory Government	30	How	No	Non-specific	A group of young men realise they are missing one of their friends. Eventually they find him stumbling around a bus shelter. They grab him in a "lasso" move and all head home together. The voiceover ends with "it takes a real champion to keep their mates out of trouble, have you got the moves?".
55	<i>Sam</i> ; Ease up	New Zealand	Government Health Promotion Agency	60	STH	No	Non-specific	Before a ruby match a friend asks Sam if he is coming on the weekend and to bring some meat for the barbeque, a few brews, but not his mates. We see Sam's intoxicated 'mates/alter egos': shouty-Sam, punchy-Sam, hit-on-everyone's-wife-Sam, almost-got-arrested-Sam. The ad ends with the voiceover "however you do it, tell them to ease up on the drink".
56	<i>Bloody Mary</i> ; Cocktales	United Kingdom	National Health Service	70	STH	No	Non-specific	A group of young men walk along a busy street, drinking and talking to the women that they pass. Then they come across a young woman with smeared makeup who is urinating on the street. The men think it is a laugh until she falls over and starts bleeding. The ad ends with "too much alcohol ever ruined your night? Cocktales, get your mix right for the weekend."
57	<i>Feel the freshness</i> ; Not beersies	New Zealand	Government Health Promotion Agency	30	How	No	Non-specific	Classical music is playing. Water is poured from a beer tap into a glass labelled 'not beersies'. "See how it pours, see how it swirls, you can almost feel the freshness, almost taste it, which is strange because water doesn't have a taste, not like orange juice or soup. Not beersies, people drink it with beersies...and sports like karate."
58	<i>Girl</i> ; You, your child and alcohol	United Kingdom	Police Service Northern Ireland and Public Health Agency	30	UH/RM	No	Non-specific	A mother asks her daughter about last night and she replies she was at a friend's place and they got Chinese food. However in the subtitles we see that she was really drinking in the park and then had sex with a friend of a friend. The ad ends with "look out for the guide called 'You, your child and alcohol' for the truth about underage drinking."
59	<i>Children and alcohol don't mix</i>	United Kingdom	Balance	30	UH/RM	No	Non-specific	A child on one side of a room mimics his father on the other side, copying his clothing, movements and facial expressions. The voiceover says "guess what, kids copy, that's how they learn. If we show a responsible attitude to alcohol, so will they. 4 out of 5 people in the north east agree adults shouldn't drink too much in front of children."
60	<i>Cogs</i>	Australia	Western Australian Government Drug and Alcohol Office	30	UH/RM	No	Non-specific	A simulation of moving cogs in an adolescent brain is shown as the voiceover tells us "as a parent you should know that alcohol can affect your child's developing brain, not only their problem solving skills and school performance but also their body, mood, and mental health. Under 18, no alcohol, the safest choice".
61	<i>Female</i> ; You always have a choice	Canada	Government of Saskatchewan	30	STH	No	Non-specific	At a party at the end of the evening a young female has to choose between a cup of coffee or a shot of tequila. The voiceover states "you can stop or go on drinking, remember you always have a choice". The next scene shows the female sleeping on a couch and we hear a telephone message from her boss telling her she is fired for being late again.
62	<i>Crash</i> ; Every drink counts	Australia	Queensland Government	45	STH	No	Non-specific	Drinking, dancing and playing pool with friends, a count on a young man's t-shirt shows the number of drinks he's had. He is eventually escorted out of the bar by a bouncer, and the count is showing 15. Waiting in a taxi line, his friends find him and grab him, but he falls onto the road in front of a passing car. The tagline is "every drink counts".
63	<i>Tequila slammer</i> ; Cocktales	United Kingdom	National Health Service	60	STH	No	Non-specific	A group of young people in dress-up costumes are drinking and play fighting on a street footpath, when one of them is accidentally pushed in front of a passing car. There is a lot of screaming and someone calls for an ambulance. The ad ends with the tagline "too much alcohol ever ruined your night? Cocktales, get your mix right for the weekend."
64	<i>Female</i> ; Control your other you	United States of America	Clemson University, South Carolina	30	STH	No	Non-specific	A young woman is putting on makeup in a bathroom. But in the reflection in the mirror we see how the woman behaves when she is intoxicated, along with the text "you don't undress in public... humiliate your friends... vandalize the campus... sleep around... but she has". The ad ends with the tagline "control your drinking, control your other you."
65	<i>Underage drinking</i>	Ireland	Ireland Health Service Executive	40	UH/RM	No	Non-specific	As a father deposits alcohol bottles for recycling, his son says "I see his drinking but he hasn't a clue about mine". "You can always find someone to buy it" says a boy outside a bottle shop, and a girl says "if I talk to my parents about drinking they'll just get suspicious". The ad ends with "the time to do something about underage drinking is before it's a problem".
66	<i>Male youth</i> ; Control your other you	United States of America	Clemson University, South Carolina	30	STH	No	Non-specific	A young man is washing his hands in bathroom. But in the reflection in the mirror we see how the man behaves when he is intoxicated, along with the text "you wouldn't jump off a roof... make racial slurs... run from the cops... hurt your girlfriend... but he has". The ad ends with the tagline "control your drinking, control your other you."
67	<i>Don't drink and drown</i>	Australia	Western Australian Royal Life Saving	30	STH	No	Non-specific	The ad alternates between showing a young man dancing at a party and him making similar movements under water. The voiceover says "alcohol gives you confidence and makes you more uncoordinated, which you can deal with... unless you are in the water. Don't drink and drown". The ad ends with the man in the water not moving.
68	<i>Don't leave your brain at home</i>	United Kingdom	Plymouth Community Safety Partnership and Devon Cornwall Police	30	STH	No	Non-specific	This animation shows a brain left at home while a young man is out drinking, kissing girls and getting into a fight and then arrested when someone spills his drink. The ad ends with the tagline "when you go drinking don't leave your brain at home".
69	<i>Aggressor</i> ; Before it gets ugly	Australia	New South Wales Government	30	STH	No	Non-specific	A young man ordering drinks at the bar is approached by another man with a bloodied face who says "later on you'll take something I say the wrong way and hit me causing a brain haemorrhage. You'll get put away for years, you'll lose your job, your girlfriend, your mates." The ad ends with the tagline "stop before it gets ugly".
70	<i>Protect your growing children</i>	Netherlands	Trimbos Instituut	30	UH/RM	No	Non-specific	Young children are trapped inside empty alcohol bottles and glasses in different scenarios including at school, on the soccer pitch and in a living room. The voiceover states "a child only grows up once, alcohol consumption inhibits that growth. It slows physical, mental and brain development. Protect your growing child from alcohol damage".
71	<i>Are you a binge drinker?</i>	United States of America	Marshall County Anti-Drug Coalition, Alabama	30	STH	Yes	Non-specific	The ad asks 'are you a binge drinker?' and different voiceovers accompanying photos say "no way, it's a girls night out and it's only once in a while", "binge? it's a little fun at picnics, tailgating, its not like we drink all the time" and "it's a holiday party". The ad ends with "binge drinking is defined as consuming 5 drinks in one sitting."
72	<i>Nightclub</i> ; Drink too much	Australia	SA Health	30	STH	No	Non-specific	Waiting in a line outside a nightclub, the main character looks some women up and down who call him a pig and disgusting. As he gets to the front of the queue the bouncer refuses him entry. He argues back but then trips over the barrier rope. The ad ends with the tagline "drink too much, it gets ugly".
73	<i>Dad</i> ; Talk. They hear you	United States of America	Substance Abuse and Mental Health Services Administration	60	How	No	Non-specific	In a garden shed a dad talks to his son about underage drinking, "alcohol can lead you to say and do things you wish you hadn't" and "if any of your buddies ever pressure you to take a drink just tell them you promised your dad you wouldn't". The ad ends with "they really do hear you, so start the conversation even before they are teenagers".
74	<i>Marathon Millie</i> ; No excuses	Australia	VicHealth and Victorian Government	30	How	No	Non-specific	Millie refuses a tequila shot her friend gives her saying she is done for the night. When her friends questions her, Millie makes up an elaborate excuse that she has an early morning tomorrow and appears in running gear saying her race begins at 7am if her friends wants to watch. The ads ends with tagline "you don't need an excuse", promoting the idea that it's ok to drink without getting drunk.
75	<i>Stupid ideas</i>	United States of America	City of Edina, Minnesota	40	UH/RM	No	Non-specific	Two teenagers are seeking a mother's approval for what they could do for the afternoon. She rejects their ideas to juggle knives, ride a skateboard tied to a car and run across a highway. Their final idea is to grab some beers and go to the basement, which the mum agrees to. The ad ends with "letting underage kids drink... another stupid idea".
76	<i>Mom</i> ; Talk. They hear you	United States of America	Substance Abuse and Mental Health Services Administration	60	How	No	Non-specific	A mother is asked by her 10 year old daughter if she can go to a sleepover. She is concerned, and asks her daughter to promise "that if there is any drinking I want you to say 'no thanks, not my thing'. Your real friends won't care". The ad ends with the voiceover "they really do hear you, so start the conversation even before they are teenagers".
77	<i>The secret</i> ; Not beersies	New Zealand	Government Health Promotion Agency	30	How	No	Non-specific	Classical music is playing. Water is poured from a beer tap into a beer glass labelled 'not beersies'. "What's the secret to great beer? We use the freshest purest water, a perfect blend of oxygen and hydrogen atoms and mix it with nothing, nothing but love. Maybe take a not beersie break or don't. Up to you. It's cool either way."
78	<i>A coward's punch can kill</i>	Australia	Individual (Danny Green)	30	STH	No	Non-specific	A young man spills his beer in a pub as another man pushes past and bumps into him. He gets up to throw a punch but is interrupted by boxer, Danny Green, who says "one punch thrown in anger, without warning, without gloves, can be deadly. It can end his life and ruin yours". The ad ends with the tagline "a coward's punch can kill".
79	<i>Alcohol destroys</i>	Macedonia	Government of the Republic of Macedonia	30	STH	No	Non-specific	As a young couple leave a club smiling and laughing and continue down they street, the man runs into an invisible object. As the camera pans out we see he is trapped inside a large wine bottle. The ad ends with the tagline "do not lock your soul in a bottle, alcohol destroys".
80	<i>Angie</i>	Australia	Queensland Government	30	How	No	Non-specific	When offered another drink, Angie says no. She then visualises all the things she could do such as meditating, hosting a TV show, saving a child from in front of a bus, swimming in a race for Australia and being a kung-fu master. The ad ends with the tagline "it feels good to say no when you want to say no".
81	<i>Piercings</i> ; When to stop	Singapore	Government Health Promotion Board	60	STH	No	Female	A young woman with multiple face piercings explains "I got my first face piercing when I was 18. I've continued to grow the liking for it" as we see her lip being pierced. "Yeah as long as it makes me happy, there is never too much or an end to it". The ad ends with the tagline "some people don't know when to stop, it's the same with drinking".
82	<i>Nails</i> ; When to stop	Singapore	Government Health Promotion Board	60	STH	No	Female	An older woman is being interviewed about her extremely long fingernails: "long nails are beautiful, I love them so much, it becomes part of my life, they share my happiness and my sorrows, you see I'm so proud of it. I can't imagine one day if I cut them short." The ad ends with the tagline "some people don't know when to stop, it's the same with drinking".
83	<i>Add nothing</i> ; Not beersies	New Zealand	Government Health Promotion Agency	30	How	No	Non-specific	Classical music is playing. Water is poured from a beer tap into a beer glass labelled 'not beersies'. "How do you brew a beer as pure as this? We only use the freshest water from super-clean waterfalls, rainclouds, icebergs and the finest kitchen taps and don't add yeast, malt or hops. Not beersies, zero carbs, zero craft, zero beer."

**Length:** Length of ad measured in seconds.

**Dominant communication topic:** STH: short-term harms; LTH: long-term harms; UH/RM: underage harms and/or role modelling; How: how-to-change behaviour messages.

**Guidelines:** Presence of drinking guidelines / recommendations to reduce harms.

**Gender-specific content:** Ads explicitly targeted to a specific gender. (As indicated by direct reference, does not include ads that show only one gender drinking or being affected by drinking, unless accompanied by a direct reference).