

Alcohol on the Web Checklist

Web Address: _____

Product: _____

Youth-Oriented Techniques

Search the website you have selected for the following techniques. If further information or explanation is required, make notes on an additional page:

Technique	Yes	No	"Teen Appeal" of activity or technique
Streaming music or video			1 2 3 4 5
Branded merchandise			1 2 3 4 5
Games/contests/activities			1 2 3 4 5
Age disclaimer			1 2 3 4 5
"Bridge" drinks			1 2 3 4 5
Slang/youth-oriented language			1 2 3 4 5
Cross-marketing with TV or other online ads			1 2 3 4 5
Apps or widgets			1 2 3 4 5
Information on music/film/art			1 2 3 4 5
Sports information			1 2 3 4 5
Community building			1 2 3 4 5
Email activities			1 2 3 4 5
Loyalty programs			1 2 3 4 5
Social network links			1 2 3 4 5
Brand spokescharacters			1 2 3 4 5
Messages about responsible drinking			Would these messages resonate with teens?
Use of "sex"			1 2 3 4 5
Other:			

Overall rating for youth appeal: _____

Primary target audience: _____

