



**Studies not included in this study: n=268:**

- Studies that discuss effectiveness of an alcohol intervention, without the use of social marketing principles: n=42
- Studies that do not discuss effectiveness of an alcohol intervention, but do discuss an intervention with use of social marketing principles: n=14
- Studies that do not discuss effectiveness of an alcohol intervention, and do not discuss an intervention with use of social marketing principles: n=115
- Reflective studies about alcohol (prevention): n=15
- Reflective studies about social marketing: n=14
- Reflective studies that do not discuss alcohol prevention and social marketing: n=27
- Review studies about the effectiveness of alcohol prevention: n=12
- Review studies about the effectiveness of social marketing: n=4
- Review studies that do not discuss effectiveness of alcohol prevention and principles of social marketing: n=23
- Review studies that discuss effectiveness of alcohol prevention and principles of social marketing: n=2

**To be screened: n=274**

**Studies included in this review: n=6**