

Thursday 27 February 2014



DrinkWise Australia launches ground-breaking campaign targeting 18-24 year olds

DrinkWise Australia today launches an Australian first campaign designed to influence young adults to drink responsibly - by moderating the intensity and frequency of binge drinking occasions.

The ***Drinking - Do it Properly*** campaign aims to make the ongoing trend of binge drinking to get drunk less socially acceptable amongst young drinkers, and to encourage those already drinking in safe and moderate ways.

The campaign has been developed in response to an increased prevalence in poor drinking choices by young Australians aged 18-24 years. Nationwide research conducted with young Australians by DrinkWise indicated:

- On a normal night out, over 29% of 18-24 year olds indicate consuming 7+ standard drinks
- On a self-defined 'big night out' nearly 30% of 18-24 year olds report consuming 11+ standard drinks ⁽¹⁾

The need for a new approach

"For the first time, this campaign asks young adults to start a process of self-reflection - to look at how their poor drinking choices can impact on how they see themselves in the context of their peer group. We needed to talk with young people in their tone and their language - acknowledging the reality that young people will continue to drink," said DrinkWise, CEO, Mr John Scott.

Commenting on how some older adults might perceive the campaign, Mr Scott added: "We acknowledge some people may find this approach confronting and difficult to understand, but the campaign has been designed to cut through with 18-24 year old adults, prompting them to self-reflect and talk about this issue within their peer groups which are heavily influenced by social media."

According to DrinkWise Ambassador, Dr Andrew Rochford, "***Drinking - Do it Properly*** follows the great heritage shown by DrinkWise in tackling the issue of irresponsible drinking. Building upon the very successful ***Kids Absorb Your Drinking TV Campaign***, (which showed a boy getting a beer out of the fridge for his dad) this ground-breaking campaign challenges young adults to stop and self-reflect about how they are drinking. Importantly, it acknowledges that most young adults will drink....but that it's time to think about drinking properly to stay safe, be in control and use alcohol responsibly."

DrinkWise Australia is an evidence based organisation focused on promoting change towards a more responsible drinking culture in Australia. Mr Neil Comrie AO, APM, Chair of the Board acknowledged the challenge of finding socially and culturally appropriate ways to communicate the benefits of drinking moderately.

“When we look at those young people obtaining their licence to drive a motor vehicle, they have to learn how to do it properly so that they drive safely and are safe amongst others around them. For many young people, their introduction to drinking alcohol and knowing their limits is often based on trial and error - which often leads to regret, embarrassment and risky behaviours.” said Mr Comrie.

Unlike previous campaigns targeting young adults, ***Drinking - Do it Properly*** utilises social media channels and a dedicated website (**howtodrinkproperly.com**) which will be a content hub to house the campaign creative.

Additionally, the campaign will include on premise activations as well as selected outdoor media to delivery experienced advice and tips that highlight the downsides of poor drinking choices. The campaign highlights the difference between poor drinking practices and drinking properly - that there’s a way to do it - and a way not to do it.

The launch marks what will be a strategic roll-out of clever and poignant animations that will reach young people over the course of their typical week. From beginning to think about the upcoming weekend from a Wednesday, to meeting at friends houses on a Friday night - right through to Sunday mornings - this campaign seeks to reach young adults via multiple social media channels and at various times - forming part of a fully integrated program of initiatives that will be delivered in coming months.

Whilst the campaign is officially launched today, the nature and roll out of the campaign is very different to previous social marketing campaigns. This is a very targeted campaign. It is not aimed at adults aged over 25. Therefore there are no big TV ads, huge billboards or commercial radio ads. The use of social media will ensure this campaign will be seen and heard by young adults and importantly shared and talked about by those in the 18-24 year old age group.

DrinkWise Australia is an evidence based organisation focused on promoting change towards a more responsible drinking culture in Australia. DrinkWise aims to contribute to the development of a drinking culture in Australia that reduces alcohol related harm and thereby maximises the benefits from moderate alcohol consumption.

Available for interview:

DrinkWise CEO Mr John Scott

Dr Andrew Rochford, DrinkWise Ambassador

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Jim Kon (Magnum PR)

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(1) Quantum Market Research (2013): Formative Research: 18-24 year olds - Qualitative and Quantitative Research Report.