



MEDIA RELEASE

25 November 2014

DrinkWise launches next phase of *How to Drink Properly* campaign

DrinkWise Australia has launched the next phase of its award-winning *How to Drink Properly* campaign to remind young Australians to “stay classy” and drink responsibly during Schoolies and the holiday season.

First launched in February, the ground-breaking social marketing program challenges the often harmful drinking culture among many young Australians by reframing moderation as a socially-acceptable behaviour.

How To Drink Properly heroes a character of sophistication, confidence and maturity in a series of animations – containing colourful language and provoking and entertaining visuals – to showcase responsible drinking and expose unsophisticated drinking behaviours.

The second phase will introduce a series of new animations to tap into themes that resonate among the target audience, including ‘pre-loading’, ‘reputation’, ‘mateship’ and ‘positive experiences’.

DrinkWise will also be present at Melbourne and Sydney Airports prior to Schoolies on the Gold Coast, providing school-leavers with ‘All Class’ gift packs and tips to consider when celebrating.

DrinkWise marketing manager Simon Strahan said one-third of 18 to 24 year-olds who experienced the first phase of the campaign reported they drank less on a night out and 80 per cent considered the benefits of responsible drinking.

“Schoolies is a time we know young adults can make poor choices about alcohol, so this next phase aims to talk to them at a critical stage of the drinking cycle: before the partying gets into full swing and to arm them with information and incentives to moderate excessive drinking,” Mr Strahan said.

The second phase of *How to Drink Properly* will roll out across television, digital, point of sale in Schoolies hotspots (including Gold Coast, Byron Bay, Lorne, Victor Harbour and Dunsborough) and social media. Visit www.howtodrinkproperly.com.

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Link to new ‘How To Drink Properly’ animations:

<http://youtu.be/qq4M06KvKIU>

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Credits

DRINKWISE AUSTRALIA	
CEO	John Scott
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CLEMENGER BBDO	
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Art Director	James Orr
Copywriter	Elle Bullen
Managing Director	Paul McMillan
Group Account Director	Jennifer Chin
Account Director	Brendan Taylor
Account Manager	Steve Bourgazas
Account Executive	Drew Reid
Executive Planning Director	Paul Rees-Jones
Senior Planner	Matt Pearce
Social Media Lead	Emily Naismith
Social Creative	Hugh Gurney
Executive Producer	Sonia von Bibra
Print Producer	Michael Travers
Digital Producer	Gemma Seeto
ILLUSTRATION/ANIMATION - FLUTTER	
Artists	Pete McDonald & Guy Shield
Director	Domenico Bartolo
Producer	Sam Raphael
2D & 3D Animation	Stephen Elliget
MUSIC/SOUND	
Music Supervisor	Level Two Music - Karl Richter
Composer	Electric Dreams - Mark Mitchell
Sound Engineer	Flagstaff – Paul LeCouter
PORTER NOVELLI	
Managing Director	Peter Kent
General Manager	Arj Ganeshalingam
Account Manager	Kate Allinson
MEDIACOM	
Director, Client Communications Planning	Rachel Higgins
Manager, Client Communications Planning	Allison MacIntyre
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