



MEDIA RELEASE

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How To Drink Properly wins second international marketing award

DrinkWise and its agency Clemenger BBDO have claimed their second international accolade for the ground-breaking '*How To Drink Properly*' social marketing program, claiming a Silver award in the Youth Marketing category at the highly coveted APAC Effie Awards 2015 in Singapore on Friday.

After being awarded Silver at the 2014 Spikes Asia Awards in September, '*How To Drink Properly*' was recognised at the APAC Effie Awards as one of the region's most outstanding marketing communication campaigns that have proven results in meeting strategic objectives.

'How To Drink Properly' was admired for sparking public debate about youth moderation - speaking in their language and on their level to ultimately change the way they think about drinking.

After just three months of its launch in early 2014, one third of 18-24 year olds who experienced '*How To Drink Properly*' said they drank less on a night out. Research also found 81 per cent of young adults were now thinking about the effects of moderation, and 54 per cent of young adults indicated the campaign gave them a platform to talk to their friends about their drinking habits.

DrinkWise launched the second phase of '*How to Drink Properly*' prior to Schoolies 2014 and the holiday season, with a series of new animations, on-ground activations at Melbourne and Sydney Airports and Schoolies hotspots, O-Week partnerships with several universities and sponsorship of the popular [V] Island Parties in Sydney Harbour.

DrinkWise chief executive John Scott praised the early and continued success of '*How to Drink Properly*' in positively shifting attitudes and behaviours towards a more moderate approach to drinking.

"It's pleasing for a ground-breaking campaign like '*How to Drink Properly*' to be internationally recognised for its efforts in reminding young Australians to enjoy themselves, but to also be aware of the risks of excessive alcohol consumption."

"Our initial tracking of the campaign's second phase suggests that DrinkWise is on the right path to reaching those who are known to drink at risky levels."

"We are determined to succeed where others have failed – talking to the two million or so Australians who are aged 18 to 24 years, in the language they use, via mediums they trust, and providing content they will respond to positively and share with peers."

For more information, visit www.howtodrinkproperly.com.

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DrinkWise Australia is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do this through national information and education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise Australia is funded through voluntary industry contributions across the alcohol sector, and has previously been in receipt of funding from both Coalition and Labor governments.

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