

How to Drink Properly – campaign performance 2014-16

How to Drink Properly commenced in February 2014 as a long term social marketing campaign designed to influence young adults aged 18-24 to drink responsibly – by encouraging them to moderate the intensity and frequency of binge drinking occasions and by positioning moderation as classy, mature and a viable alternative to binge drinking.

The campaign was launched off the back of extensive quantitative and qualitative formative research as well as multiple rounds of concept testing research to ensure campaign cut-through with the target audience. Part of this evidence-based approach involved nationwide research conducted with young Australians, which indicated high levels of pre-loading and binge drinking behaviour.

Now in its third year, *How to Drink Properly* continues to generate impressive results. Since April 2014, DrinkWise has commissioned annual independent market research to benchmark and track the attitudes and behaviours of representative samples of over 2500 18-24 year olds to assess the performance of the campaign - from recall and message take-out, to

Attitude and behaviour change. The results have been overwhelmingly positive for such a young campaign. Most significantly, 40% of our audience are now drinking less on a night out as a result of the campaign.

Awareness continues to grow:

One third of 18-24 yr olds have seen the campaign - up from 20% in mid-2014 - with social media strongly driving this recall

They get the message:

Over 9 in 10 correctly identify the right message take outs

It allows them to talk about the issue:

Almost half use the creative as a way of talking with their friends about drinking

It's changing attitudes and behaviour:

Over 7 in 10 agree that the campaign has made them think about the benefits of moderation

Those aware of the campaign are more likely to enact moderation strategies

4 in 10 are drinking less on a night out.

