



How to
DRINK
Properly

SOCIAL MEDIA STATISTICS



DrinkWiseAustralia

CLEMENGER BBDO



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- It is estimated that over 90% of two million Australian 18-24 year olds had access to the DrinkWise message
- More than two million social media video views
- 55,000 social media interactions, more than 10 times greater than Public Service Announcement benchmarks
- Overall sentiment nearly 90% positive

The campaign titled 'How to Drink Properly' was created by DrinkWise and Clemenger BBDO and commenced in February 2014. The campaign had a strong presence across several channels including social media, cinema, street/rock posters, transit and on-premise. All statistics and results generated from the campaign were compiled by Clemenger BBDO and Mediacom using Radian6, YouTube Insights, Facebook Insights and other hard digital measurements of all live media.



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