



MEDIA RELEASE

30 September 2014

***How to Drink Properly* wins Silver at Spike Asia Awards**

DrinkWise Australia has received international recognition for its ground-breaking '*How to Drink Properly*' social marketing campaign, claiming a Silver Spike at the 2014 Spikes Asia Awards.

Considered to be Asia-Pacific's most prestigious awards for creative communications, Spikes Asia recognises the region's best campaigns as judged by leading global creative professionals.

'How To Drink Properly' was awarded for its effective use of social media and public relations activity to promote debate about moderating binge drinking behaviour amongst young adults - speaking both in their language and on their level to ultimately change the way they think about drinking.

The campaign generated an aspirational perspective on moderation as a 'classy' drinking behaviour. The combination of unique content being seeded amongst youth influencers allowed the campaign to quickly gain the attention of media outlets and stimulated controversial yet credible conversations about moderation.

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

In a statement, John Scott CEO of DrinkWise said "This first award for the *How to Drink Properly* campaign shows that the international community recognise the insightful contribution DrinkWise is making in working towards a safer and healthier drinking culture. It continues a great heritage of DrinkWise being recognised for its evidence-based approaches."

DrinkWise is set to launch the second phase of '*How to Drink Properly*' in late October.

- ends -