

QUANTUM

MARKET RESEARCH

DrinkWise Australia
How to Drink Properly Campaign Summary
18-24 year olds – Wave 1 Report

Quantitative Research Report
May 2014

Executive Summary

Key findings: 'How to Drink Properly' campaign

Solid campaign recall and high understanding

- The campaign was recalled by 20% of the target audience and 78% correctly identified the message as 'drink properly'.

Positive campaign message take out

- 81% are now thinking about the effects of moderation.
- 54% said the campaign gave them a platform to talk to their friends about drinking.
- 38% said the campaign made moderation look like a classy, cool thing to do.

High likeability and positive campaign impact

- High likeability, with 74% of the target audience liking the campaign.

Of those who saw the campaign:

- 78% agreed it made them more aware of how they look and are perceived by others.
- 77% made them more aware of the perception of others when drinking.
- 74% were more aware of how they currently drink.

Positive steps towards attitude and behaviour change

- 33% report drinking less on a night out, after seeing the campaign.
- 71% are now reflecting on their behaviour when they go out.
- 66% report making some change in their drinking thoughts or behaviours as a result of the campaign.
- 18% of those who had seen the campaign, shared it with others (e.g. friends).

Positive associations for DrinkWise

- 88% did not know the campaign was from DrinkWise – it was intentionally unbranded.
- Although, 57% of those who saw the campaign had heard of DrinkWise and associated positive words to DrinkWise (Clever 49%, Responsible 46%, In Touch 30%).