**Background:**Diageo, a global beverage company, including Smirnoff, the world's top vodka, has been a vital part of celebrations. With over 200 diverse brands, they offer endless combinations to suit every taste, personality. Through their 10-year action plan, 2030 Society - Spirit of Progress, they champion a drinking culture that promotes responsible celebration and authentic self-expression without fear of judgment.

**Problem:**

Underage drinking, and excessive consumption of strong drinks pose daily risks of alcohol-related problems, including alcoholism. Hungary ranks among the top 10 countries with the highest number of alcoholics worldwide. Interestingly, moderate drinking appears unexciting to the younger generation, with 74% of individuals start drinking in order to gain acceptance from their peers. This indicates that some may feel their personality alone is insufficient to fit into specific social groups. Educating customers on responsible and better drinking is crucial.

**Challenge**:  
Positioning Smirnoff —which can be associated with binge drinking through vodka shots — in this environment to be the choice for a more responsible but fun option to drink.

**Target audience:** 1) Youngsters between the age of 18-24 thriving on social interaction, hence actively participating in events, parties and gathering with friends consuming a considerable amount of alcohol. Navigating these social aspects with little self confidence, they are following and adopting trends super quickly to seem cool in their circles. Individuality, tech savviness are their key qualities. 2) 18-24 LGBTQ+ members: Self expression is extremely important for them but can seem hard when trying to live up to social conventions or following in the footsteps of the next hit in social media.

**Insight:**   
It can feel like that your funniest, best or truest self is only liberated when you drink more alcohol. Here's a little secret: with the first sip dopamine (the happiness molecule) starts swirling around your brain, bringing out your inner superhero. That's right, you don't need to drown yourself in drinks to unleash your awesomeness! Pride means acceptance and authenticity of your true self.

**Marketing communication objective:** Raising awareness about positive drinking and moderate celebration  
 Driving product consideration as positioning Smirnoff as the innovative and inclusive choice  
 Engaging people in interactive and prideful experiences.

**Strategy:** Superpowers come from within, you don’t even need more than one sip of a high quality catalyst like Smirnoff.

**Message**: Toast to moderation with Prideful Sips: a single sip can awaken your witty, and authentic self.

**Idea: Prideful Sips by Smirnoff**

Smirnoff knows that your best drinking buddy who goes out with you every time: it’s your phone. By providing a special screen foil and connecting it to an innovative mobile application you can track your alcohol consumption / or your friends’ alcohol consumption.

1. Transform your phone into an "Optical Breathalyzer" with Smirnoff’s special screen foil + mobile app and see your intoxication level in a magical way.
2. In-app sensor tracking your alcohol consumption: as you consume more, the screen transitions from vibrant rainbow colours to a darker hue.
3. The app detects when the screen turns dark, signalling the need to switch to a "non-alcoholic Smirnoff" cocktail to stay proud of yourself.

Additional feature in the app: Colorful cocktails representing different personalities and ingredients. Share your creations with friends to show how much you appreciate each other's unique superpowers.

**Campaign phases:**

1. *Awareness:* The campaign launch is in 2023 June, during Pride month with a celebratory event series of cocktail parties, where participants can create Smirnoff based cocktails for their friends pouring in their "best qualities, now superpowers" in the form of classic cocktail ingredients to showcase how much they appreciate each other.

LMBTQ influencers could be endorsers: using the app and telling about their "superpowers", celebrating themselves. Showing stories on social channels. Encourage people to share what pride means to them and how to express their truest self.

1. E*ngagement:* Adding the folia to the packaging of Smirnoff and making the app accessible to everyone to be able to follow their drunkenness level in every situation.   
     
   Encourage people to download the app to promote the moderate consumption of the colourful cocktails, everybody's mobile phone will be covered with the Optical Breathalyzer showing pride colours and they will only be able to create a new drink if it is still colourful indicating that they did not drink too much during the party. After it gets dark, they will only be able to drink "non-alcoholic" Smirnoff beverages.

**Agency task:**   
Create a creative platform for the campaignthat amplifies the campaign's message, entertains diverse target audiences and inspires their active participation in the initiative to promote moderation and enable control over alcohol consumption.

**Channels:**App for tracking the alcohol consumption, intoxication level  
Influencers & SocMe comm: for promoting the PR events, designing communications on TikTok and Insta using #Prideshots with 7.7M views, partnering with influencers like Lady szomjas, Whisperton, @markolakatos on instagram  
Packaging design for Smirnoffs with the sensor   
PR stunt: Digital ads for promoting the PR events, collab with clubs like alterego, or color partys to enhance the fun and drive participation

**Tone of voice:** Empowering, celebratory, inclusive, vibrant, confident, authentic, supportive, joyful, uplifting and bold. Use the hashtag #PridefulSips

**Timing:**Campaign launch, awareness: 2023 June; Event: 2023 June 28 (Priday day); Engagement: 2023 July-August; Post-communication: 2023 November (dry November)

**Budget:** 40 000 000 HUF + VAT

**KPIs:**  1Bn impressions globally by 2030 with the message of moderate celebration