

BACKGROUND

To promote positive drinking and to show the way the word drinks for the better is an important part of Diageo's Society 2030 ESG action plan. As a crucial element of this initiative it's really important to promote moderation and to address harmful use of alcohol (focusing on topics of underage drinking, binge drinking and drink driving).

Tanqueray as the bestselling gin based on Drinks International's evaluation¹, can have a significant role in achieving the company's goals. Drinking gin is an emerging trend on Western Europe, we can already sense it in our region as well. The average volume per person globally in the gin market is expected to amount to 0.11L in 2023.²

PROBLEM

Young adults have a higher tendency of alcohol consumption and binge drinking than any other age group.³ 53% of full-time college students reportedly drank alcohol at least once in the past month⁴. They also drink more heavily and experience more negative consequences of drinking. One of the main reasons of their heavy drinking is peer pressure.

Peer pressure can happen in many different ways: when someone is encouraging you to drink, someone refills your drink without asking; someone buys you another round of drink; or someone is shaming you if you are not drinking. It can cause a difficult situation for youngsters to say no as it may make them feel like an outcast. In the target group drinking responsibly is often depicted as something against the good times and fun vibes. Sober or responsible drinkers often portrayed as uninteresting or dull. Others may even exclude and socially isolate a person who decides not to drink.

TARGET GROUP

18-24 aged youngsters, living in Hungary who are currently studying or just starting to work for the first company in their life. They like to socialize often whether it means to go out and sit in a bar or just to meet in somebody's flat. Drinking something is always part of these social events.

BUSINESS GOAL

To reach 1 billion people with dedicated responsible drinking messaging with all Diageo brands all together by 2030.

COMMUNICATIONAL GOALS

- To bring Tanqueray closer to youngsters - as every moment could be accessorized with a T&T.
- To have a strong focus on showing that responsible drinking is something to be proud of doing so.

INSIGHT BACKGROUND:

Due to peer pressure youngsters often feel like that they need a good excuse to refuse another drink or to slow down drinking. It can also happen that based on their perception of not having a good enough excuse they rather accept that drink.

For grownups in different life stage (having a serious job, family) it's easier to find an excuse⁵ that could be more accepted by others (such as „I'm going home to the kids/ I'm driving/ I have an important meeting tomorrow"), meanwhile youngsters (being in similar shoes with each other) can feel like that they don't have such a responsible activity the next day, so it is easier for them to overrule each other's objections (like „I have a class in the morning", „So do I!").

¹ https://drinksint.com/news/fullstory.php/aid/10385/Brands_Report_2023:_Gin.html

² <https://www.statista.com/outlook/cmo/alcoholic-drinks/spirits/gin/worldwide>

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6876515/#:~:text=Young%20adults%20have%20a%20higher%20prevalence%20of%20alcohol%20consumption,for%20many%20types%20of%20harm.>

⁴ <https://www.sandstonecare.com/blog/young-adults-and-alcohol-abuse/>

⁵ <https://www.orlandorecovery.com/resources/peer-pressure-and-alcohol/>

INSIGHT

If you would like to refuse another drink, only a strong excuse can work and can be accepted by the community.

IDEA – EXCUSE WITH A TWIST

Although our final goal is to show that responsible drinking is cool, the first step is to highlight the above-mentioned problem.

We want to present absurd situations in which completely extreme excuses are made, which the creator hopes the questioner will accept as a reason to stop drinking. But in the end, we always show that you don't really need such excuses, because a simple no is enough. *Example excuse: I can't, because I will ride a dolphin down the Gulf Stream tomorrow.*

Strategic messaging: You may like your gin and tonic/ T&T with a twist, but you don't need it for an excuse! (HU: A gintonicnál jól jöhet a fűszer, de a kifogásokat hagyj szimplán!)

This concept could be imagined even as a content series, as several absurd ideas could come up (even UGCs).

PHASES & TIMING

1. Awareness building /starting in June 2023/: the goal is to have a wide reach and to make the message delivered to as many youngsters as possible. Platforms: online video, outdoor, social media.
2. Activate /mid of July-August 2023/: we ask youngsters to share their absurd excuses, motivating them to create their own contents on social media. We also could work together with festivals and have a special activation there.
3. Next level /spring or beginning of summer 2024/: as this idea is a platform idea, we can see the potential to raise it to a next level in the following year: in 2023 we show the current situation where youngsters need an excuse to refuse the next drink, what if in 2024 we show a world where this pressure is gone and it's just simply cool to be responsible.

DELIVERABLES

Detailed creative concept based on the idea, considering the following assets: online video, outdoor, social media contents (including Tik Tok, filter even), sub webpage for the platform, festival activation.

WATCH OUTS

Although the idea is built on absurd situations, we have to pay attention to the premium sense of the brand so during the execution we expect materials with the sense of high quality and good vibes.

As part of the responsible drinking philosophy of the whole company, don't forget to include DRINKiQ where possible and needed!

BUDGET

- Creative (including production): 25 000 000 HUF + VAT
- Media: 15 000 000 HUF + VAT
- Festival activation: 15 000 000 HUF + VAT

KPIs

- 300 000 people reached from the target group
- 3 000 000 ad impressions
- 500 UGCs