

About the brand and its purpose

- Diageo is a global premium drinks manufacturer operating in over 180 countries, with more than 200 brands.
- Diageo wants to create a positive role of alcohol in society, while owning their responsibilities from grain to glass.

Challenge

We want to change the way the world drinks for the better, celebrating moderation and continuing to address the harmful use of alcohol by changing attitudes and expanding our initiatives tackling binge drinking. Promoting moderation and addressing the harmful use of alcohol is not only the right thing to do – it is an essential part of Diageo's performance ambition.

Background ^{1) 2)}

- Among the 10 countries that drink the most in the world, nine are in the EU.
- Each year in Europe, every person aged 15 and over consumes, on average, 9.5 litres of pure alcohol, which is equivalent to around 24 litres of spirits.
- The issue of binge-drinking is not only prevalent in the EU, as 30% of US young adults (aged 18 to 25) has reported binge drinking in the past month according to a 2021 survey as well.

Target audience

- Young adults between 18-24 / Active socialites and alcohol-consumers
- Trial campaign in HU, then continuous roll-out in EU and North America (current campaign details only focusing on HU)

Campaign objective

- Raising awareness to the issue of overconsuming alcohol within the target group
- Making Diageo's spirit brands top-of-mind ones in the selected markets

Insight ³⁾

- Studies have shown, that consuming alcohol increases social competencies and decreases the level of anxiety caused by the novelty of meeting a new group of people.
- Young adults often resort to binge drinking to relieve social interaction induced stress.
- Nevertheless, over drinking can have a contrasting effect: people get disconnected from their real selves and lose touch with reality, often without identifying this as a real issue.

Core idea

We aim to help young adults realize how overconsuming alcohol can have a negative effect on the first impressions they make on new peers, while offering them a solution via a reimagined drinking game application that can work as an ice-breaker. We focus on the positive aspects of alcohol consumption: elevating social interactions and breaking the ice.

Channels

- **Offline:** Selected HoReCa establishments (bars and clubs)
- **Online:** Instagram, TikTok, Snapchat, influencer cooperation (YouTube), PR releases, application for the slow-drinking game

Budget

Production budget: 40.000.000 HUF + VAT

Media budget: 20.000.000 HUF + VAT

1) Euronews, So long, Dry January: Which country drinks the most alcohol in Europe?, 2023 ([Link](#))

2) National Institute of Alcohol Abuse and Alcoholism, Prevalence of Alcohol Use, 2023 ([Link](#))

3) Oreher, E. et al. Self-Expression While Drinking Alcohol: Alcohol Influences Personality Expression During First Impressions, 2020

The experience journey

- **Step #0 – Dangling the carrot**
 - Influencers teasing their follower crowd to raise awareness to the stickers mentioned in step #1
 - Teaser organically embedded in vlogs and other content in connection with cocktails and drinking
- **Step #1 – Grasping the attention**
 - Applying stickers onto the mirrors of popular bars and clubs, with the message „Do you want to see your real first impression?”
 - Mirror stickers will have a QR code, which takes the customer to step #2 when scanned
- **Step #2 – Acknowledging the issue**
 - After scanning the QR code, a social filter in Instagram, TikTok or Snapchat opens up
 - The filter shows you “How others really see you drunk” based on the amount of drinks you've consumed, showing the real first impression
 - You just have to set the slider on the number of drinks you've had, and the filter alters your appearance accordingly, with AR technology
 - After trying out the filter, you receive a link on the screen that takes you to the App/Google store with the message „Do you want to know how to break the ice without blacking out?” for step #3
- **Step #3 – Edutaining for a better first impression**
 - The application is an ice-breaker game, that helps you to shine your true personality so you can make the best first impression
 - To promote the slooow drinking movement, first you get to choose your drink from a fancy cocktail recipe list provided by the application, exclusively made up of Diageo's spirit brands
 - The app takes a spin on the usual drinking game, you can also choose to drink instead of answering, but you are rewarded with extra points if you choose to spill the truth instead of your drink
 - Participants can get to know each other better, while enjoying their slow sips

Task

Conceptualize and deliver the communication materials, filters for all platforms and the application.

Timing

- Week 1-3 teaser phase: raising awareness with influencer marketing
- Week 3-9 launch: releasing all paid and organic media efforts to create buzz and tell the story
- As of week 3 always-on phase: continue to engage with people through the application

KPI

- 1.000.000 people reached
- 200.000 QR code scans
- 150.000 people using the filters altogether in the 3 SM channels
- 50.000 app downloads (all platforms together)

Scalability

The tools created for the brand activation provide space for further extensions for Diageo's brand in consumer experience and consumer relationships building. By introducing a new own media platform through the gamified application, the brand is going to have an additional interaction point with the consumers in the long run.