

Background: Diageo's purpose is celebrating life, everyday, everywhere. Celebrating life means owning their responsibilities from grain to glass. The brand is proactive and passionate about creating a positive role for alcohol in the society. The goal of the brand is to celebrate moderation by changing attitudes and by showing all the positive consequences of responsible drinking. For this aim, Diageo created a site called **DRINKIQ**. The site – that is free and available for everyone – helps people make responsible decisions about their alcohol consumption based on relevant and trusted information.

Cultural insight: In Hungary the rate of heavy drinkers shows an increasing trend since 2009.¹ Alcohol consumers can be divided into three categories:

- Drinking in Moderation: 2 drinks or less in a day for men and 1 drink or less in a day for women
- Binge Drinking: 5 or more drinks for men; 4 or more drinks for women in about 2 hours.
- Heavy Alcohol Use: 4 drinks on any day or more than 14 drinks per week for men; 3 drinks on any day or more than 7 drinks per week for women

Consumer insight: It is a common delusion that people who pay attention to their alcohol consumption are halting the good times and fun vibes. In the reality the worst memories are connected to those, who drink heavily regardless their limits causing unpleasant moments to their companies and to themselves.

Campaign objective: Our main goal is to turn this narrative around and show people that the joy and fun of parties is mostly taken away by heavy drinkers, not the moderate or non-drinkers. For example an international study² shows that 70% of weekend hospital admissions are alcohol-related, also 70% of police time is spent attending alcohol-related incidents. Even if the drinker does not go down that road, their behavior can cause major inconvenience for those around them. Those who reach the blackout phase within 2-3 hours hardly remember anything about the party – the quality time they were planning to spend with their friends.

We want to highlight the fact that the best way to fully enjoy a moment (a party or a festival) is if you are not only physically there, but mentally as well. Moderate drinking can help you relax and better engage with your friends, but heavy drinking can cause unconsciousness and you can potentially wake up the next day with no memories at all from the night you have spent with your friends.

Opportunity:

- Most alcohol brands only promote non-drinking as part of their CSR activities, e.g. Heinekens When you drive, never drink. Diageo has the opportunity to continue promoting positive drinking and moderation.
- Summer is the best season to engage with young audiences, mostly via outdoor activities such as festivals. Our target group wants to enjoy their summer to the fullest and they are ready to make lifetime memories with their peers.
- This campaign could be the most effective if we implement it with the Tanqueray brand, as summer is a typical consumption season for the gin category, Besides the collaboration between the brand and Hungary's most well-known festivals is an opportunity that Diageo should take an advantage of.

Idea: "*Maradj ki egy körből, hogy ne maradj ki a játékból!*" (Skip a round so that you can stay in the game)

The idea of this campaign is to express how much more memorable a night-out could be if someone chooses to drink responsible and skips one round. As moderate drinking helps to be relaxed, gives confidence, but enables to remember the night and stay in the game.

¹ https://www.ksh.hu/stadat_files/ege/hu/ege0038.html

² WARC case study: Alcohol Advisory Council of New Zealand – Culture change (2008)

In the awareness phase we would cooperate with local TikTok influencers who can share their funniest, most memorable party/festival stories – these are the ones they wouldn't remember of if they wouldn't have been drinking moderately.

Diageo has an already existing and well-known asset and that's the DRINKiQ. Our idea is to upgrade its risk assessment tool to not only help determine your risk of problem drinking but also to face young people how many nights of fun, joy, and possible lifelong memories they lose when drinking too much. To celebrate those moments, you could fully enjoy, at the end of the test you can upload a photo of your best party/festival memory to share it with the world on Sziget and Balaton Sound festival's biggest outdoor screens.

Target group:

- 18-24
- heavy or moderate drinkers
- socially active
- wanna enjoy life to the fullest
- wanna spend a lot of quality time with their friends

Communication Objectives:

- Make people aware of DRINKiQ and the contents available at the site
- Support Diageo's brand purpose and their initiative: positive drinking
- Generate reach for @tanquerayhungary's IG account

Phases/timing: Summer 2023, festival season

- Phase 1: Awareness phase with influencers and their stories on TikTok: 06.01 – 06.28.
- Phase 2: Activation on Balaton Sound Festival: 06.28.-07.01 and on Sziget Festival: 2023. 08.10-15. to drive traffic to DRINKiQ (Festival App, Festival outdoor screen, direct promotion at Tanqueray's stand, QR code on reusable cups)
- Phase 3. Digital and social media activation with UGCs: 08.15 – 09.15., and campaign recap image video (potentially always on)

Budget:

- site development: 8.000.000 HUF
- digital and social media: 10.000.000 HUF

Channels:

- Tanqueray's and influencers social media channels (Instagram and TikTok) in the awareness and the activation phase
- digital media channels for follow-up communication
- Sziget Festival's own channels eg. app, outdoor screens in the festival activation phase

Campaign KPIs:

- 2.000.000 reach via social media campaign and festival activation
- 200.000 DRINKiQ site visitors
- 1.000 photo uploads on Instagram

Task/deliverables

- use the existing and already wide-known DRINKiQ platform to engage with the young audience and combine it with a calculator that raise awareness of how many nights they probably miss out on because of the blackouts caused by heavy drinking
- drive traffic to DRINKiQ via Tanqueray-sponsored festivals (Sziget, Balaton Sound)
- find relevant, Hungarian influencers who can authentically promote moderate drinking on the festivals