



ANTI BINGE DRINKING CAMPAIGN

AD VENTURE COMPETITION 2013



antennas

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HELLO!

We are Alex, Elly, Iv and Ivan.

We are studying Advertising (major) and Public Relations (minor) at New Bulgarian University. When we found out about the new Ad Venture challenge we knew it was our chance to show what we can!

We teamed-up, took an old internal joke as a name of our team and did all this.

We hope you will enjoy reading our project!

RESEARCH

HELD IN NEW BULGARIAN UNIVERSITY



Dany, 25

"When we get muzzy we are having the greatest fun. However, it happens to face with other people's disapproval and unpleasant comments."

"When I drink I believe I'm awesome. Booze relaxes me and I don't care what will happen."



Ivan, 24

"If you don't drink, you are a loser, and you don't realize what you are missing. Awesome parties come with lots of drinking."



Mihail, 25

"It happens to me to overdrink but these are the best moments of the party because alcohol makes me playful."



Kris, 20

"The day after binge drinking I'm ashamed of my behaviour. Definitely I feel guilty in front of my friends, although I had a great time."



Sisi, 21



Lyudmil, 22

"Seeing a very drunken person is ugly. Later on, I never have the same opinion for them."

"Why should drinking alcohol be unhealthy? I haven't heard about someone at my age having health issues due to drinking. Such issues happen to the adults."



Emona, 23

"Alcohol relaxes me and makes me feel cool and funny. It's trendy to drink a lot."



Aglika, 19

"I'm a young person and I don't care about the consequences of drinking. I'm not worried about my health because I don't overdrink so often. The point is to be cool!"



Emo, 23

"When I drink I feel myself as a part of the party, otherwise I consider myself as a loser. No alcohol, no party!"



Andy, 18

BACKGROUND & SUMMARY

Alcohol is primarily used among young people for having fun – to relax themselves and get in a better mood when at a party or with friends. They are more concerned with their image and the way others perceive them, rather than with their health.

That is why our campaign focuses on the “social health status” – a word play built on the combination of the two basic elements – “social status” and “health status”. Apparently it addresses the healthiness of the social status while the idea behind is to influence indirectly on the physical health, which depends on alcohol usage. In this way we are aiming to influence the target group by showing them how they look like after the usage of alcohol – this is the main axis on which the creative decisions are built.

SOCIAL HEALTH STATUS

The idea is to create a belief among the target group that the reasonable consumption of alcohol may improve the image, binge drinking destroys it for sure. That is why the media channels used in the campaign are long-term and viral, aiming to achieve a residual effect to change attitudes.

The campaign doesn't aim to cause fear or to scare the target group by showing disturbing images of the medical consequences of binge drinking. Rather the idea is to make young people think about their health by making them realize the threat of ruining their own image – the more powerful argument when it comes to persuading our target of the damages of binge drinking. Through this unconventional approach we are aiming to reach higher levels of effectiveness and to reduce the negative defensive reaction from a direct confrontation with the “real health issue”.

Overuse of alcohol turns you into a different person and shows a different side that you can see in the mirror. We ask “do you like your reflection?”

“
First you take a drink,
then the drink takes a drink,
then the drink takes you.”

Francis Scott Fitzgerald



PROJECT GOALS

- To achieve at least **40% awareness** among the target group about the emotional damages that binge drinking causes.

- To **overturn** the perception among the target group that binge drinking makes them cool, attractive or in any way enhances their social status.

- To **lower the consumption** levels of alcohol by at least **30%** by creating moderate fear from ruining image, damaging the "social health status" and destroying the positive perception in the others – some of the most important things for young people.

STRATEGY

We aim to **change young people's perception and turn binge drinking into unacceptable social form** by showing the negative consequences it has on their **social health status**. We view accomplishment by setting a new trend in motion (opposite to what is now believed – that alcohol is certainly needed in order to have fun), making the target group believe that only the reasonable alcohol consumption may improve their image.



TACTICS

HOW WE WILL ACHIEVE OUR GOALS



1

Achievement of the goals and realization of the strategy will be accomplished predominantly by **new media** utilization, since these are the most commonly used channels for communication by the target audience. The main approach rests on emotional and rational advertising appeals.

Interactivity is used for the overall communication – we aim at provoking interaction with the audience in order to increase the effect of the message and achieve higher **success rates**.



2

Media selection is based on marketing research, conducted by **Marketing charts*** and **Nielsen**, showing that the people between 18 – 34 years old are:

- **only 18% of the TV audience,**
- **28% of the internet video audience,**
- **52% of the audience, watching video on mobile devices.**

A negative trend in group's preference (18 – 25 years old) to TV is observed for the period 2011 – 2012.



3

The selection of communication channels suggests a **one-time development** of a given concept in a media, afterwards it can be adapted to different countries without having the need to recreate it – for example, the Facebook application and the program with augmented reality will be written once and translated many times. This **saves time and resources**.

The chosen communication channels are not subject to time restrictions as most of them could be available after the end of the campaign, thus providing a long-life span of the key messages.

TARGET GROUP

- ▶ young men & women
- ▶ age of 18 - 25
- ▶ socially adaptive
- ▶ communicative
- ▶ interested in their social status and good image
- ▶ active lifestyles
- ▶ like to go out and have fun
- ▶ consumers of alcohol at least once a week

CREATIVE BRIEF

INSIGHT



Young people consider themselves strong, fearless and invincible. They are rarely concerned with their own health; rather they are concerned with their social presence in the surrounding environment, where they want to be liked and popular.

Social life, image and appearance are of great importance, being what the target group cares about. That is why communications affecting social image as an indirect approach to treat the health problem, are suitable for the target group of 18 – 25 years old.



THE BIG IDEA

Besides health, alcohol affects negatively social status as well. By addressing the social health status as target group's priority, we indirectly influence the health issue.

KEY MESSAGE



CREATIVE DECISION

Alcohol abuse makes people look **ugly**, which is visible in both appearance and behaviour. Our approach is to show drunken people how ugly they look and act in the most suitable way – **in a mirror**.



LIKE YOUR REFLECTION?

BINGE DRINKING RUINS YOUR IMAGE

SLOGAN

Slogans will be **changing** depending on the media and its specificities, as it is shown in the Creative Execution chapter.

Every slogan consists of a **question** which supposes an **answer**.

LIKE YOUR REFLECTION?
IT'S NOT UP TO ALCOHOL, IT'S UP TO YOU

LIKE YOUR IMAGE?
BINGE DRINKING RUINS YOUR IMAGE

WANT TO BE THERE?
BINGE DRINKING RUINS YOUR IMAGE

WANT TO BE THERE?
IT'S NOT UP TO ALCOHOL, IT'S UP TO YOU

RESPONSES

Desirable responses are meant to create moderate **fear**, leading to moral and **behavioural changes**.

*"I used to drink a lot because I thought that I look cool in my friends' eyes. Now I understand this is not the case – in fact, I've **been making a fool of myself, when abusing alcohol.**"*

*"Up to now I didn't realise how **alcohol can damage my social status.**"*

EVIDENCES

Young people view diseases caused by alcohol as distant and highly unlikely to affect them. Nonetheless every single person has been a witness to consequences caused by **alcohol abuse**, and knows how **ugly** it looks from aside. The threat of **damaging their own image** and the way others perceive them after binge drinking is a means to restrict abuse and help **improve their health status** in the future.

TONE

- o Honest
- o Slightly disturbing and startling
- o Stating loudly the problem
- o Questioning
- o Leading to reflections



CREATIVE EXECUTION

Entire creative execution of the campaign is bound to the main idea of the "social health status" – how young people change after the usage of alcohol and how this damages their image.

We aim at the advantages of new media because they correspond most accurately to the target group; furthermore they give opportunity for interesting creative decisions. Every media format concludes with a question, putting the audience in the shown situation.

FACEBOOK

180° PANORAMA GAME



SOCIAL HEALTH STATUS

INTERACTIVE FACEBOOK POLL

facebook

SOCIAL HEALTH STATUS GAME

1. HOW OFTEN DO YOU DRINK?
o Once a month.
o Several times a month.
o 2 - 3 times a week.

2. DO YOU KNOW WHAT BINGE DRINKING IS?
o I have no idea.
o I think I've heard of it...
o Of course, I do.

3. HAVE YOU EVER DRUNK FAR TOO MUCH JUST TO LOOK COOL IN YOUR FRIENDS' EYES?
o Yes, it's the usual situation.
o No, I decide how much to drink.
o I don't drink to be cool, I always am.

LIKE YOUR REFLECTION?
BINGE DRINKING RUINS YOUR IMAGE
SEEK ADVICE - WWW.YOURREFLECT.COM

facebook

SOCIAL HEALTH STATUS GAME

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o Yes, it's the usual situation.
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o I don't drink to be cool, I always am.

LIKE YOUR REFLECTION?
IT'S NOT UP TO ALCOHOL, IT'S UP TO YOU

12%

94%

Like Share Comment

Like Share Comment

PLATFORMS



LOW RESULTS = DISTORTED / RUINED IMAGE

HIGH RESULTS = GOOD IMAGE

DISTORTING MIRRORS

IN ELEVATORS IN PUBLIC PLACES



ALL IMAGES ARE EXEMPLARY