

*How to*  
**DRINK**  
*Properly*

**JAY CHIAT AWARDS - 2015**  
**NOT FOR PROFIT CATEGORY**

## SUMMARY

Young Australians get drunk. *Really* drunk.

In fact, drinking yourself stupid is seen as part of growing up.

And now 18 - 24 year olds are amongst the worst offenders of a \$14.5billion societal problem.

We worked with DrinkWise, a not-for-profit organisation, to influence young Australians to moderate their drinking.

Many before had tried to 'scare' them into changing but the message wasn't getting through.

We quickly learnt why. Telling them to 'stop' wouldn't work. Even reminding them to drink *less* missed the big issue - that moderation was seen to be an act of social suicide.

Our idea was to position moderation as a classy, sophisticated and aspirational behaviour.

DrinkWise did this through *How To Drink Properly* - an unexpected, irreverent and profanity-packed campaign that said you could still drink - as long as you did it 'properly'.

We built our campaign around a 'big night out' meaning the message had impact when our target were actually drinking.

And in doing so, we helped start a generation of 'classy' drinkers.

This paper tells how we successfully created an aspirational identity for moderation, got accepted by a cynical target, and influenced 1 in 3 to drink less.

[199 words]



# YOUNG AUSTRALIANS HAVE A DRINKING PROBLEM

The societal cost of alcohol misuse in Australia is estimated to be over \$14.5 billion a year<sup>1</sup>.

Against this backdrop, Australians aged 18 - 24 remain the highest at-risk group<sup>2</sup>.

This behaviour stems from a deeply engrained belief that binge drinking in young adulthood is a rite of passage.

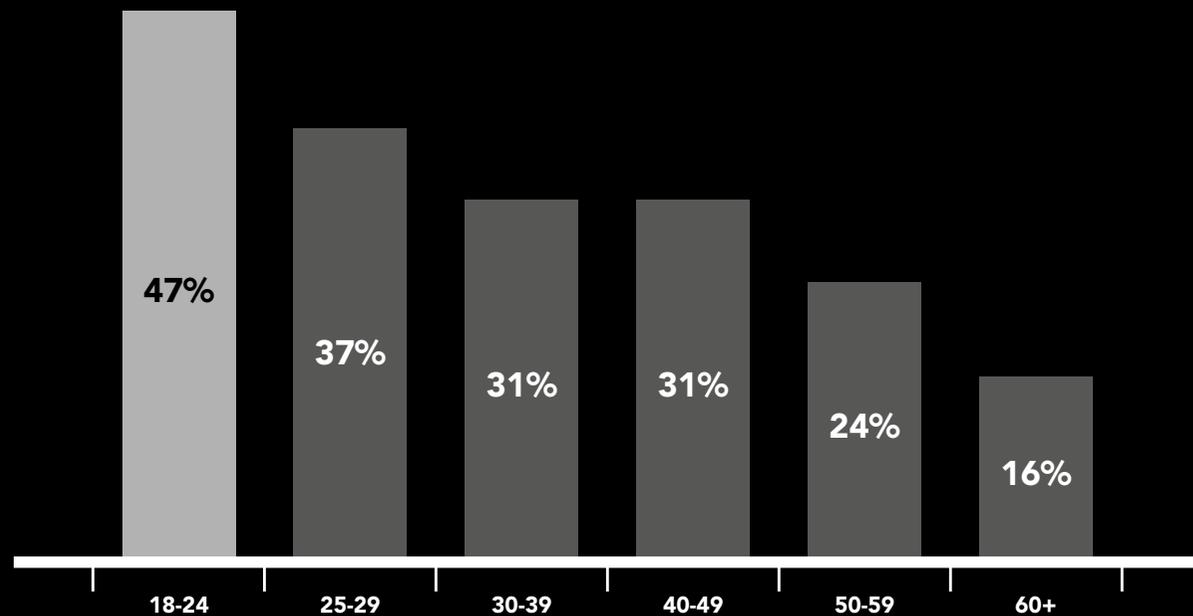
Young Australians are hard-wired to live a party lifestyle, go on 'big nights out', and form booze-fuelled memories with their mates<sup>3</sup>.

**It's weird *not* to get wasted.**

We partnered with DrinkWise Australia, a not-for-profit Social Marketing organisation, to help create a behavioural change campaign to shift this youth 'binge' culture towards the better.

## Single Occasion Risky Drinkers of Alcohol (4+ drinks at least once a month)

National Drug Strategy Household Survey 2013



# 'SCARING' THEM INTO STOPPING DOESN'T WORK

Previous campaigns from Government and other health organisations took a heavy 'shock' approach that graphically depicted the potential violence, sickness and social or sexual regret posed by excessive drinking.

But it failed to strike a nerve.

An authoritative, 'preachy' tone and shocking yet unrealistic scenarios simply lead to opt out<sup>4</sup>:

*'That won't happen to me'.*

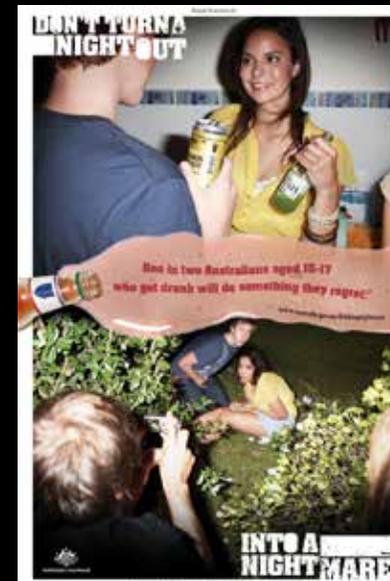
A different tact was needed to tackle this wicked societal problem.

Firstly, we knew telling legal-aged adults to 'stop' drinking wouldn't work. So a more realistic harm-minimisation approach (moderating or drinking less alcohol) became our core focus.

However, we still needed to find a way to invade the prevailing binge culture and shift entrenched attitudes and behaviour around moderate drinking.

So we began our process with DrinkWise by asking a big question:

*How do we get young Australian's to drink moderately without telling them to stop?*



**DISCUSS THEIR LIVES AT A 'PRE-DRINKING' OCCASION IN HOME**



**OBSERVE GROUP DRINKING BEHAVIOUR ON A 'BIG NIGHT OUT'**



**FOLLOW-UP INTERVIEW THE MORNING AFTER TO UNDERSTAND MOTIVATIONS**

## **WATCHING OUR TARGET 'OUT IN THE WILD'**

Being quite a few years older than the target, we had to get back into the wild of a 'night out'.

The funny thing about drinking behaviour is that it's driven by the context you're in, the impulses around you, and of course, the effect of alcohol itself.

We couldn't get a bunch of young people into a group room like rats in a lab and expect them to explain their behaviour.

Instead, we infiltrated friendship groups, went to bars and clubs with them, and observed drinking behaviour unfold as it happened (as uncomfortable as that was).

And through this process we discovered a breakthrough insight.

# MODERATING YOUR DRINKING IS AN ACT OF SOCIAL SUICIDE

Young Australians experience a whirlpool of insecurities.

Desperately wanting to fit in but seeking to define their own identity. Wanting to be the 'life of the party' yet project maturity to the world.

And it's when drinking that these contradictions take greater hold.

Because although our target understood the many benefits of drinking less, their frequent high-risk behaviour suggested otherwise.

On a 'big night out', we found at the centre of this was 'drinking in sync':

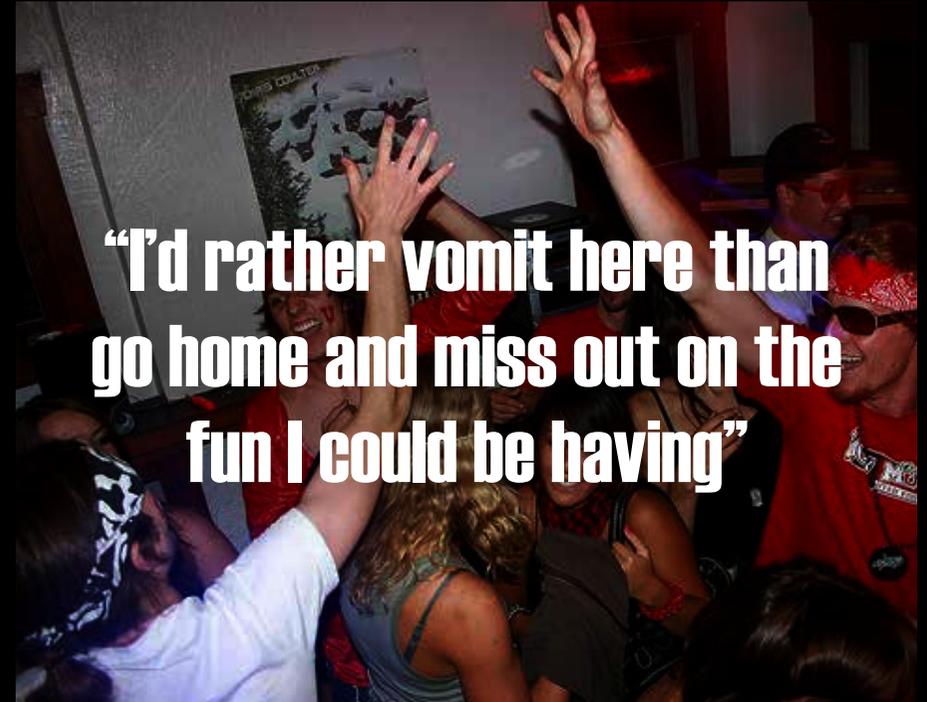
Where it was the group that dictated the pace of drinking, not the individual.

Driven by group pressure, our target tried to keep up with friends or run the risk of ridicule and exclusion.

This led to drinking beyond their limits so they didn't feel 'left out of the fun'<sup>5</sup>.

**Our insight was that moderation wasn't just an unfashionable choice, it was *social suicide*.**

If we had any hope in getting young Australian's to drink less, we first had to make the perceived benefit of moderation outweigh the social cost.



**“I'd rather vomit here than go home and miss out on the fun I could be having”**



**“I want to drink better. But all my mates drink pretty hard and make me keep up”**

# MAKE MODERATION A SOCIALLY ASPIRATIONAL BEHAVIOUR

Fortunately, there was an emerging behaviour we could tap into.

Through cultural studies, we learnt our target had a desire to project a worldly, sophisticated and mature identity to the world<sup>6</sup>.

Impeccable fashion sense, a well-stamped passport and a perfectly manicured Instagram page were markings of social success.

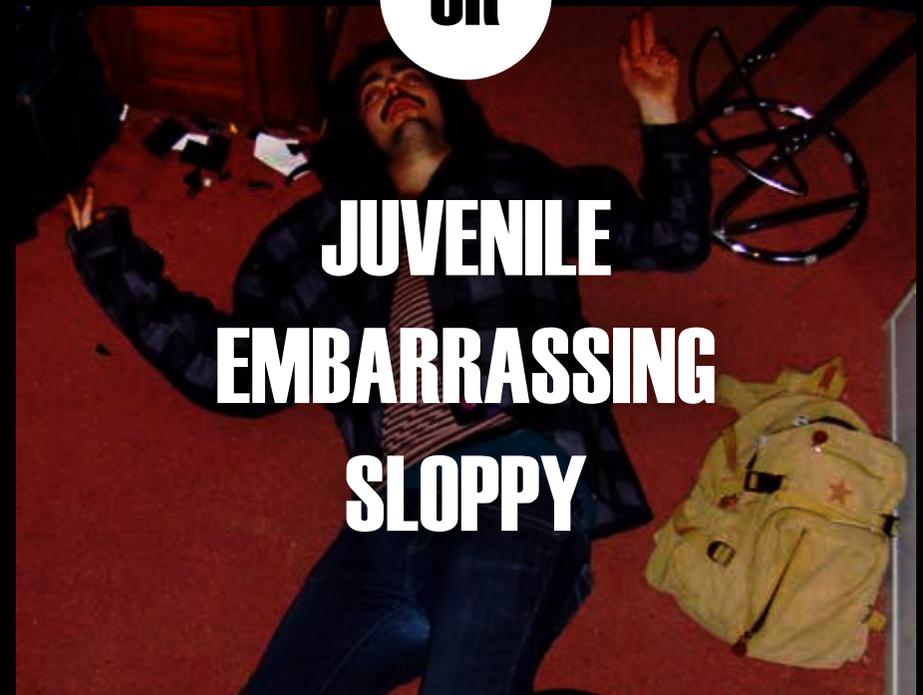
**We thought that if we could link the act of moderation in helping you look 'classy' and more in-control of life, we could motivate people to drink at their own pace.**

Instead of saying 'stop', we could work with existing drinking behaviours but pose a different choice.

You could be all you aspired to be: sophisticated and socially successful, and all you had to do was moderate.

Or binge and run the risk of being seen as juvenile, sloppy and embarrassing to others.

By presenting this new take on moderation in an unexpected and irreverent way, we believed it would be accepted into the binge culture.



**STRATEGIC IDEA:**

**MODERATION KEEPS YOU CLASSY**

# OUR ANSWER WAS “HOW TO DRINK PROPERLY”.

Educational in nature yet ironic, profane and culturally sharp in delivery, this idea reminded our target that you could still drink and have a good time - as long as you did it 'properly'.

Centered on a James Bond-esque figurehead, he taught lessons that championed moderation as a 'classy' behaviour and suggested binge drinking was something best left to 'amateurs'.

Each of his lessons, such as describing moderation as 'the realm of drinking excellence', how to tell booze-bullies to 'fuck off', and relaying how the name 'tequila shit stairs' will stick forever, touched on pertinent themes of control, belonging and reputation.

Each touchpoint of this campaign helped form an integrated guide on 'keeping your shit together'.



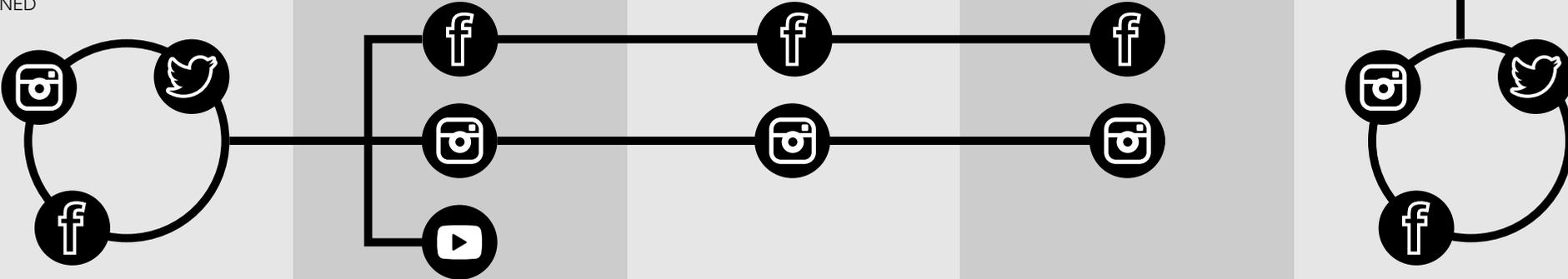
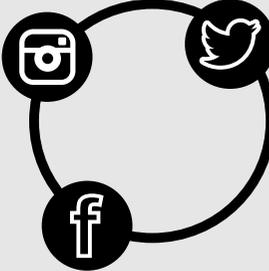
# DESIGNING THE CHANNEL STRATEGY AROUND A NIGHT OUT

Armed with this idea, we knew we could make the biggest impact if we could translate the messaging into the immediate environment.

It made much more sense to say 'slow down' when our target were *actually drinking*.

So instead of a traditional 'reach' approach, we crafted our channel mix around the journey and behaviours of a 'night out'.

And by housing content on owned channels (Facebook, Instagram) it gave us a credible way for our message to be carried into drinking sessions.

PLANNING (9am - 6pm)	PRE-LOAD (6pm - 9pm)	TRANSIT (9pm - 11pm)	IN-VENUE (11pm - 4am)	POST MORTEM (9am next day)
<p>MESSAGE: Showcase benefits before the night starts</p>	<p>MESSAGE: Disrupt high-volume drinking with reminder to 'slow down'</p>	<p>MESSAGE: Surround target with messages on way to venue</p>	<p>MESSAGE: Provide in-situ levers when in the 'hot state' of excess</p>	<p>MESSAGE: Reward those who moderated the night before</p>
				
<p>PAID</p>				
<p>OWNED</p> 				
<p>RESULT: Puts a classier night on the agenda</p>	<p>RESULT: Slowing down before the night starts</p>	<p>RESULT: Begin to normalise the act of moderation</p>	<p>RESULT: Disrupt people when most likely to binge</p>	<p>RESULT: People experience the benefits of moderating</p>

# DEPLOYING 'HOW TO DRINK PROPERLY' INTO YOUTH CULTURE

## PHASE ONE: LAUNCH THE IDEA OF 'DRINK PROPERLY' & BUILD MOMENTUM



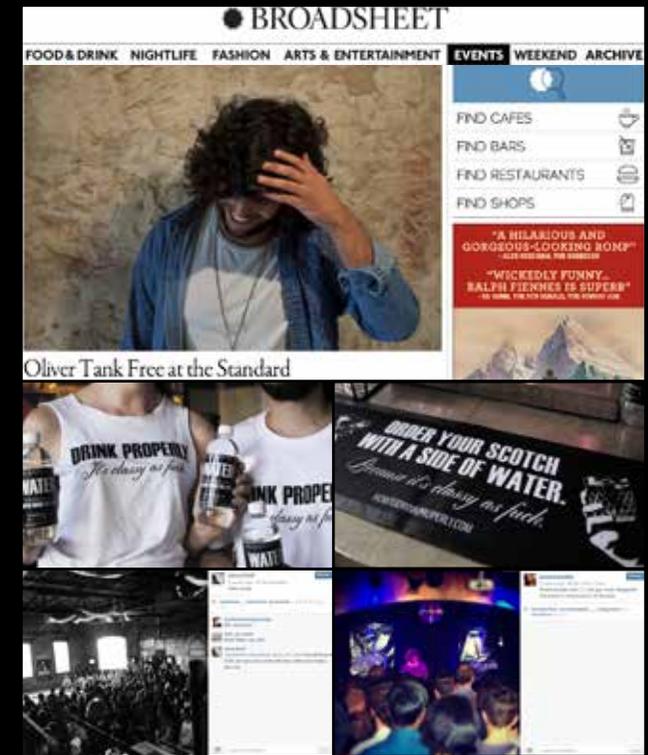
- 60s film to launch the idea of 'drinking properly'
- Twitter posts to bring a voice to our character
- Tactical films that helped provide extra tips on 'how to drink properly' (saying no, drinking water)

## PHASE TWO: SURROUND PEOPLE WHEN AND WHERE DRINKING HAPPENS



- Digital radio and pre-rolls streamed in 'pre-drinks'
- Bill poster, outdoor and transit in drinking precincts
- In-venue materials to disrupt at the point of ordering
- Instagram content that provided 'tips' to moderate

## PHASE THREE: GET PEOPLE TO EXPERIENCE THE BENEFITS OF STAYING GLASSY



- 'Wake Up With Oliver Tank' music tour across major capital cities held on early mornings, designed to encourage people to 'drink properly' the night before
- Instagram posts from the Oliver Tank events

# 'HOW TO DRINK PROPERLY' GOT YOUNG AUSTRALIAN'S TO DRINK LESS

FOR ONCE, THEY DIDN'T TUNE  
OUT, THEY TUNED IN

**2 million**

total video views<sup>7</sup>

**87%**

positive campaign sentiment<sup>7</sup>

**16,000**

Engaged Facebook Fans<sup>7</sup>

THEY GOT THE MESSAGE AND  
THOUGHT ABOUT THEIR ACTIONS

**81%**

are now thinking about the  
benefits of moderation<sup>8</sup>

**71%**

are now reflecting on the way  
they're currently drinking<sup>8</sup>

**31%**

think it's making moderation look  
like a 'cool, classy' thing to do

AND MANY OF THOSE WHO SAW  
IT STARTED DRINKING LESS

**33%**

claim to now be 'drinking less'<sup>8</sup>

**26%**

said it was to 'stay classy'<sup>8</sup>

**\$3:71 : \$1**

the estimated Social ROI<sup>9</sup>

 **Chris Callaghan**  
This is great. A shift in attitudes towards drinking, particularly in Australia, would be a super positive thing. Especially when peoples intelligence is respected like it is here. Yay! Good work.

 **Josh Della Valle**  
Thank you for this. Something that will finally get through to a relative audience 😊 love the humor to only way to get through with us gen y

 **Jono Painting**  
Great ideal effective, classy and unpretentious! I love your work!  
Like · Comment · 6 March at 10:55 near Canberra  
  
 **How To Drink Properly** Sincerest of thanks, Jono. We appreciate your appreciation.  
Like · Reply · 6 March at 17:30

 **Ewan Thompson**  
Maybe the first campaign of its kind that hasn't made me want to shoot myself in the face, and hasn't made the organisers look like someone's out of touch spinster aunt. Decent.

 **How To Drink Properly** Thanks Ewan. You're all class.  
Like · Reply · 20 March at 09:21

 **Tyler Turtle Walker Stef** due to your status about last night I recommend this video 🍷  
Like · Reply · 32 minutes ago

 **Althea** @Altheakay · 3m  
 **pmgbrooke** brilliant ad Very well done& accurate it's much better to say drink and don't get shitfaced rather than don't drink it's bad  
Expand

**BUT THIS IS JUST THE BEGINNING.**

**WITH DRINKWISE WE'VE BUILT A STRATEGICALLY SOUND CAMPAIGN THAT HAS BEEN EMBRACED BY A CYNICAL TARGET. THEY'RE ADOPTING THE LANGUAGE AND USING IT TO 'CALL OUT' ON THEIR MATES. IT'S SLOWLY BECOMING THEIR OWN.**

**OVER TIME, WE BELIEVE THE IDEA WILL INCEPT ITSELF INTO THE PREVAILING BINGE NARRATIVE AND HELP SWING IT TOWARDS A 'CLASSIER' ONE.**

 **Vaughan McAilley** 3 minutes ago · LINKED COMMENT  
I like this. It doesn't deny or ignore that moderate drinking can be fun, while still showing how unattractive excessive drinking can be.

 **TheCutOutPuppeteer** 48 minutes ago · LINKED COMMENT  
This is brilliant! Young adults can handle homifying, but not condescending. Let's hope that 'shit faced' takes 'mursted', 'lizzard' & 'maggot' out of the spotlight & prevents the glamifying of the act.  
The team behind this should be proud.

 **Iona Salter** @ionasalter · 15m  
Normally skeptical of industry self-regulation, but I like this campaign, I like it a lot - @drinkproperly  
Expand

 **Jelena Krznaric**  
Wolf Man U have a very short "drinking excellence" phase 😊  
 **How To Drink Properly**  
I'm here to talk to you about drinking properly. Beware; it's classier than your grandma.

 **Thomas Paul Hollingbery**  
Laughed so hard.  
Listen up little shitheads this is how it's done. With class.  
 **How To Drink Properly**  
I'm here to talk to you about drinking properly. Beware; it's classier than your grandma.

 **Cat Steele** I think it is great. Young people are never going to stop drinking, no matter how great an ad but you can try and influence a more responsible choice. The format is different, as youngish person myself I can tune out "scary ads with car crashes and king hits" easily but this ad amused me and I paid attention.  
59 minutes ago

 **Brandon James Cook** As someone smack in the middle of "the 18-24 year old age bracket known as young dumb people who think they know better" - I'm so glad for this. Too many people are fucking stupid with their alcohol/drug use, and are so surprised when their body turns on them/they look like complete wrecks.  
Like · Reply · 2:12 · 3 minutes ago



## DRINKWISE KNOWS WHAT IT'S LIKE TO GET UNCOMFORTABLE

Where the orthodoxy has been the finger-wag or 'stick', this case shows the importance of how an unexpected approach can help in getting a tough target to change.

It proves that instead of saying 'stop', it's far more effective when you work with existing behaviours but provide a motivating take to overcome resistance.

It reinforces that breaking traditional media planning is essential if you want to be noticed and accepted.

But most of all, it shows that getting uncomfortable - be it observing 18 year olds on a night out, pushing the limits of profanity, or tackling the 'binge' drinking problem by *telling people to drink*, will lead to breakthrough insight and ideas.

## ENDNOTES

1. The Societal Cost of Alcohol Misuse is Australia, Australian Institute of Criminology (2010)
2. Australian National Drug Strategy Household Survey, Detailed Report, Australian Institute of Health and Welfare (2013)
3. 'What a Great Night: The Cultural Drivers of Drinking Practices amongst 14 – 24 year old Australian's', Lindsay et al (2009)
4. Agency Qualitative Research (2014)
5. Agency Ethnographic Research (2014)
6. Project SUP, GALKAL Research (2013)
7. Agency Post-Evaluation Research (2014)
8. Post-Evaluation Quantitative Study, Quantum Research (2014)
9. Calculated using ABS Census Data (2011), Australian National Drug Strategy Household Survey (2013) The Societal Cost of Alcohol Misuse is Australia, Australian Institute of Criminology (2010), and Post-Evaluation Quantitative Study, Quantum Research (2014)

## WORD COUNT

1498 words

Excludes endnotes

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