

Do you drink? Don't drink too much



Te la bevi? Non bertela troppo
Federazione Italiana Industriali
Produttori Esportatori e importatori di
Vini, Acquaviti, Liquori, Sciroppi, Aceti
et Affini

Italy
2023 > 2023

#AwarenessRaising #ReducingHarmfulDrinking



Objective

To increase awareness, especially among young adults, of the importance responsible drinking

To dispel common misconceptions that young people often have about the drinking alcohol

To remind young people to “not drink too much”

Description

The campaign was created by Economics and Business Management master’s degree students at Sapienza University taking part in the **university programme**. The winning creation of the 2022-2023 edition Tu La Bevi? was promoted by the La Sapienza University, Federvini and the city of Rome.

The campaign uses a communication strategy based on a provocative, ironic and sarcastic language to appeal to a young audience. It focuses on misconceptions relating to alcoholic beverages aiming to dispel them through thought provoking visuals. Three visuals each start with a statement “If I drink a lot, I’ll not be shy”, “If I drink a lot, I’ll have more energy” and “If I drink a lot, I’ll sleep better” followed by the “Do you drink? Don’t drink too much” slogan.

The campaign was run on the main social platforms (Instagram, Twitter, LinkedIn) by Federvini and the city of Rome. Visuals were publicly displayed across Rome. The University of Sapienza held an interactive conference for students. Participants tested their knowledge of responsible drinking with short quizzes dotted throughout the conference. Instant results allowed for discussion around the topic. At the end of the conference the participant with the most correct answers received a small gift in recognition of their knowledge.

Partners

La Sapienza University
The city of Rome

Results

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“It gives me great satisfaction to witness the dissemination of the project on which we worked so hard. I am convinced that the project can really contribute to making a difference”, Giulia Zeoli, one of the students from the winning team.

Downloads

Photo gallery

