

Do you really want to go there?



Diageo
United Kingdom
2022 > 2022
#AwarenessRaising #SocialMedia



Objective

To help students understand how many units of alcohol are contained in popular drinks.
To remind them that drinking too much out can have unwanted consequences.

Description

Diageo launched the responsible drinking campaign to coincide with British university students starting their new academic year. *"Do you really want to go there?"* ran in digital outdoor sites across campuses in England, Scotland and Wales.

With a recent study by the National Union of Students (NUS) finding that over 40% of university students say they find it hard not to drink too much on a night out, the campaign used relatable, eye-catching creative to help students understand how many units of alcohol are contained in popular drinks, such as a pint of beer or a gin and tonic and remind them that drinking too much out can have unwanted consequences.

The campaign ran on campus digital billboards at Edinburgh, Newcastle, Sheffield, Cardiff and Oxford University. The second stage of the campaign was a targeted social media programme in these towns in November to further amplify the message in the run up to the festive period.

Downloads

Photo gallery

