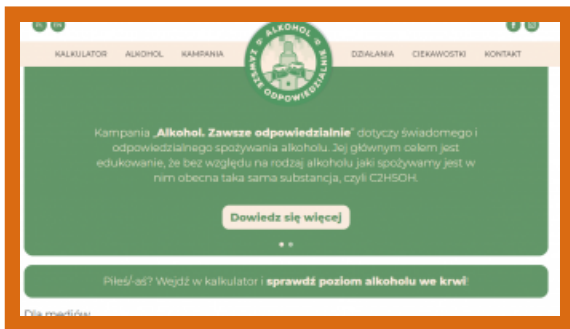




Drink Responsibly



Pij Odpowiedzialnie
Polski Przemysł Spirytusowy
Poland
2008 > Ongoing
#AwarenessRaising



Objective

To promote responsible drinking.

Description

ZP PPS launched the first Polish consumer information **website** in July 2008. It was updated in 2014 then totally revamped in 2016 and 2019. It contains:

- Responsible drinking information such as what alcohol is, the effects of alcohol on the body, recommended levels of consumption, when not to drink at all, and the consequences of alcohol abuse.
- A drinks calculator to calculate calories and how much alcohol has been consumed.
- Information on the “Always. Alcohol Responsibly” campaign.
- Summaries of other campaigns carried out aimed at pregnant women, drivers, youth, consumers and alcohol sellers.

The website is widely promoted on labels, on communication materials and during campaigns.

Results

In 2021, the website drinkodresponsibly.co.uk featured 3 short films with bartenders who highlight that the most important ingredient in alcoholic drinks is responsibility. As part of

the promotion of the films, bumpers placed on social media channels redirected to the website. A reach of 854,361 (327% of estimated reach) was achieved. **Link to videos**

The website had 314,216 visitors in 2020.

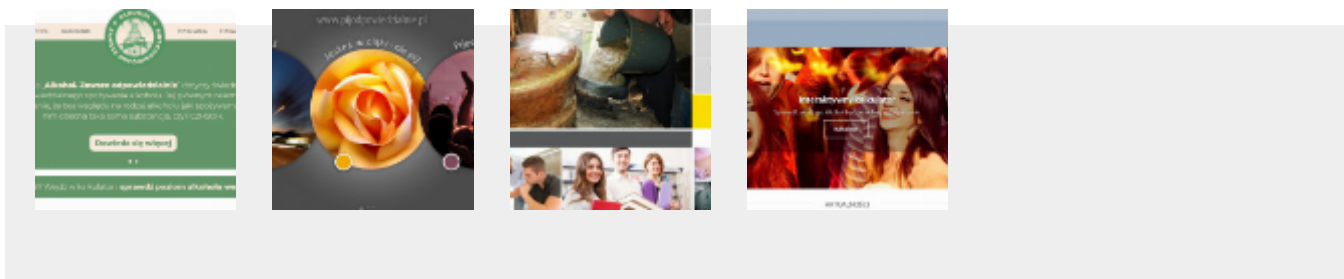
Previous years: 2019 - 276,200; 2017 -1.8 million; 2016 -72,000; 2015 - 18,902; 2014 - 23,407; 2013 - 35,540; 2012 - 16,754 and 2011 - 28,500.

Website

<https://pijodpowiedzialnie.pl/>

Downloads

Photo gallery



Documents

Consumer information leaflet (2016) (pdf - 1.11 Mo)