



Responsible Consumption



**Consuma Responsabil
Spirits Romania
Romania
2010 > Ongoing
#AwarenessRaising**



Objective

To raise consumer knowledge and awareness of the responsible consumption of alcoholic beverages.

Description

The consumer information **website** was first launched in November 2010. It was revamped and updated in 2016. It provides information on responsible communication, responsible consumption (such as when not to drink and the effects of alcohol on the body), a quiz and information about alcohol.

In October 2012, a campaign to raise awareness of drink-driving was launched. An ad (which was posted on **youtube**) and **Facebook** page were created to support it.

Results

The website had 29,215 unique visitors (up from 12,000 in 2011) and 30,627 sessions in 2017.

Website

<http://www.consuma-responsabil.ro/>

Downloads

Photo gallery

