

## Temptations cinema campaign

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**Fundación Alcohol y Sociedad  
Spain**  
**2023 > 2023**  
**#AwarenessRaising**



### Objective

To delay the onset of alcohol consumption and reduce the number of underage drinkers.  
To raise awareness of the effects of underage drinking.

### Description

The Alcohol and Society Foundation and CINESA collaborated to project the “Temptations” ad in national cinemas to raise awareness of the dangers of underage drinking.

The ad is one of a set of winning creatives by the Rey Juan Carlos University in the 2020-2021 edition of the **Responsibility on Campus campaign**. The ad aims to create a comparison between a cat and underage consumption by showing it calmly facing the temptation to eat some fish. It also encourages the observer to “Resist temptation dude. If you are a minor, zero alcohol!”

The ad was shown in cinemas across Spain in June 2023 during the adverts shown before films aimed at young audiences.

### Partners

CINESA (Spanish film exhibition company)

### Results

Millions of children and young people were targeted by the campaign.

## Downloads

## Videos

Visual

## Photo gallery

