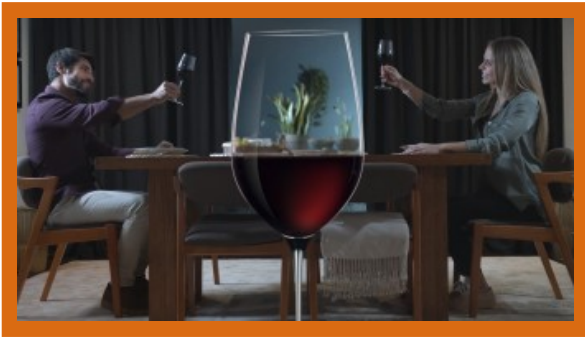




Wine in Moderation Campaign (TVs & Cinemas)



Associação Nacional das Indústrias de Bebidas Alcoólicas de Portugal

Objective

To promote responsible drinking as a cultural / social norm thus prevent and reduce alcohol-related abuse and harm.

To educate consumers about making responsible decisions about consumption.

Description

The campaign is part of ACIBEV's commitment to implement the "Wine in Moderation" programme in Portugal. The objective is to promote responsible consumption as a cultural / social norm thus prevent and reduce alcohol-related abuse and harm.

Launched in 2012, as a TV-campaign, the 20 second spot was shown on national televisions every year during the Easter and Christmas holidays. Between 2018 and 2019, the spot was shown during the Christmas period in cinemas and on TVs across the country. In 2020, it was shown on TV and online (such as news websites). The spot is also shown at large wine events targeted at consumers such as "Porto.Come" and "Essencia do Vinho".

The spot from 2017 showed the character in different situations before he is seen smiling with a glass of wine in his hand walking over to his companions waiting at a table. It concludes with the idea that life is best lived when it is balanced (healthy lifestyle) and promotes moderate alcohol consumption.

A new spot was created in 2020. It shows different scenes with "No more, no less" being repeated for each scene. The end shows a bottle of wine being opened before a couple sit down to eat. A glass of wine is in the forefront of the last scene with the couple. It concludes with the reminder to drink in moderation when having a good time.

Results

In 2020 the spot reached: 9,410,968 on 7 TV channels and 110,514 online.

From 2017 until 2019, the previous spot was viewed 15,232,495 times on TV and Cinema:
2019: 5,195,016 viewers; 2018: 4,000,000 viewers and 2017: 6,037,479 viewers.

Downloads

Photo gallery

