

## Be responsible



2010 Campagna Responsible Drinking, Ad: First Affari Esport

## Objective

To raise awareness of responsible drinking.  
To promote the Mediterranean Style values.

## Description

In 2010, Federvini launched **[www.beresponsabile.it](http://www.beresponsabile.it)** to raise and maintain the positive Mediterranean culture. The site was renewed in 2013 to fit with the content of the Mediterranean Style campaign.

Under the banner, “lovivomediterraneo” (I live Mediterranean), the website promotes a responsible way of drinking alcohol in accordance with the culture and the values associated to the Mediterranean Style.

## Results

The website receives about 300 monthly visits.

## Website

**<http://www.beresponsabile.it>**

Downloads

Photo gallery

