

Consume Responsibly website



Konzumiraj Odgovorno
**Coordination of producers, importers
and distributors of spirits**
Croatia
2022 > Ongoing
#AwarenessRaising
#Consumerinfowebsite



Objective

To increase the availability of useful information and practical advice on moderate and responsible alcohol consumption.

To raise awareness of the importance of responsible and moderate drinking and the recommended low risk drinking guidelines

Description

The consumer information **website** was launched in May 2022. It provides information on the importance of responsible and moderate consumption of alcoholic beverages. It also aims to increase the availability of useful information and practical advice, so that the consumer can drink alcohol in a safe and responsible manner. It contains sections on:

- **About Alcohol:** Contains a number of sections, including, advice for drinking alcohol in different situations, such as at music festivals and during the summer; what alcohol is, what a standard drink is and its effect on the body; how to drink responsibly and when not to drink; alcohol and the law and myths about alcohol.
- **Tips:** Contains advice and tips for different target audiences.
- **#MALOPOMALO:** Contains information on the “little by little” university training programme.

- **Tools:** Is a link to the Responsible Drinking Quiz #RDQ.
- **I Serve Responsibly:** Is a page with information on the “I Serve Responsibly” online training for catering employees.

The launch was accompanied by PR and native media articles using content prepared for the web page. The articles were published in the most relevant and read Croatian online media (news portals).

Results

The website had 8,900 unique visitors and 12,000 page views until December 2023.

Launch Promotions:

- **Influencer activity:** 1 Facebook post reached 151,414 people, 1 Instagram post had 29,494 engagements, 5 Instagram stories reached around 27,000 per story and 1 TikTok video had 7,785 views.
- **Media activity:** 9 PR articles reached around 30,000 people and 5 native articles reached around 90,000. Also, media shared 8 articles onto their Facebook and Instagram pages which were engaged with 31 times.

There was a second media campaign in 2023. 9 articles were published - 5 native and 4 PR articles. The articles reached approx. 145,000 people.

Website

<https://www.konzumirajodgovorno.hr>

Downloads

Photo gallery

