



## Drink Unit



## Objective

To inform consumers about low risk levels of consumption and to promote a shared understanding of what it means to drink responsibly.

To raise awareness of responsible alcohol consumption.

To reduce the number of alcohol related injuries and fatalities attributed to drunk-drivers, youngsters under LDA and binge drinkers by changing the behaviour of potential adpt spirit drinkers.

## Description

The campaign was launched in June 2008 with the distribution of leaflets explaining the "2340" guidelines such as recommended units for men and women and when not to drink. Also in 2008 a radio contest to test consumer understanding of the "2340" concept was run during the Autumn and a stand was set up to introduce consumers to the "2340" and "designated driver" principles during the August 2008 Hajógyári Sziget Festival, as well 3 others.

In 2010 the concept was revamped and the "Italmertek" (drink unit) slogan was launched and a new **website** was created. The website contains information on various topics such as what alcohol is, the 2-3-4-0 consumption guidelines, and what a unit is. In addition it provides information and posters on the four areas of the campaign.

In 2011 the "Don't Drink & Drive" campaign was run in December and posters and ads reminded drivers: "Ne igyal, ha vezetsz!" ("don't drink and drive!"). In addition, a Facebook **page** was launched.

In 2012 a "winter brochure" (which provides specific advice for the Christmas period)

launched.

Quizzes: The facebook page regularly runs quizzes in order to engage with viewers. In November 2013, visitors could reply to one of a number of different questions (like "What is binge drinking?" or "How long does it take the liver to break down one unit of alcohol?"). The winner received a t-shirt, a "mocktail" drink measure and a group ticket to the 10 December **Bols Mixer Academy**. In December 2013 and April 2014 a digital breathalyser could be won by answer one of a number of different questions (like "What is a hangover?" or "How to get home safely?"). Also in December 2013 consumers could win a Femina driver assistance voucher by answering one of a number of different questions (like "Responsible drinking tips?" or "I drink alcohol in moderation, because ...").

In 2014 the "**House-party**", "**Festival**" and "Italmérték - 2-3-4-0 Leaflet" responsible drinking guides were launched. They provide tips for how to drink responsibly at home, at a festival and an explanation of the 2-3-4-0 consumption guidelines.

In 2015, a number of articles were added to the website. Each contains differing information, like "alcohol and the liver" and "alcohol and sport".

In 2016, a section of the website was dedicated to the **Server Training Programme** and the programme along with the microsite were promoted.

## Partners

Ministry of Health  
Medical experts  
Civil organisations

## Results

2-3 million listeners had the chance to listen to the "2340" message on radio Kossuth-Napközben on 30 August 2009 and 500,000 flyers were distributed from launch until December 2009.

2,785 unique visitors were driven to the microsite which had 5,475 page views during the September to December 2016 promotions of the Server Training Programme. Also, Facebook posts during the promotions of the Server Training Programme reached 111,300 with 7,123 post engagements.

The website had over 11,502 visits in 2017 and 19,992 page views. As of December 2017, the Facebook page has just over 2,500 "likes".

## Measurement & evaluation

The messages are communicated and measured by GFK, an independent organisation, (and before that by Gallup). A representative survey of 500 consumers in January 2015 shows progress:

Awareness of the "Italmérték" umbrella brand has stagnated (6% compared to 6% the previous year), though the website became more known (4% vs 2% in 2014).

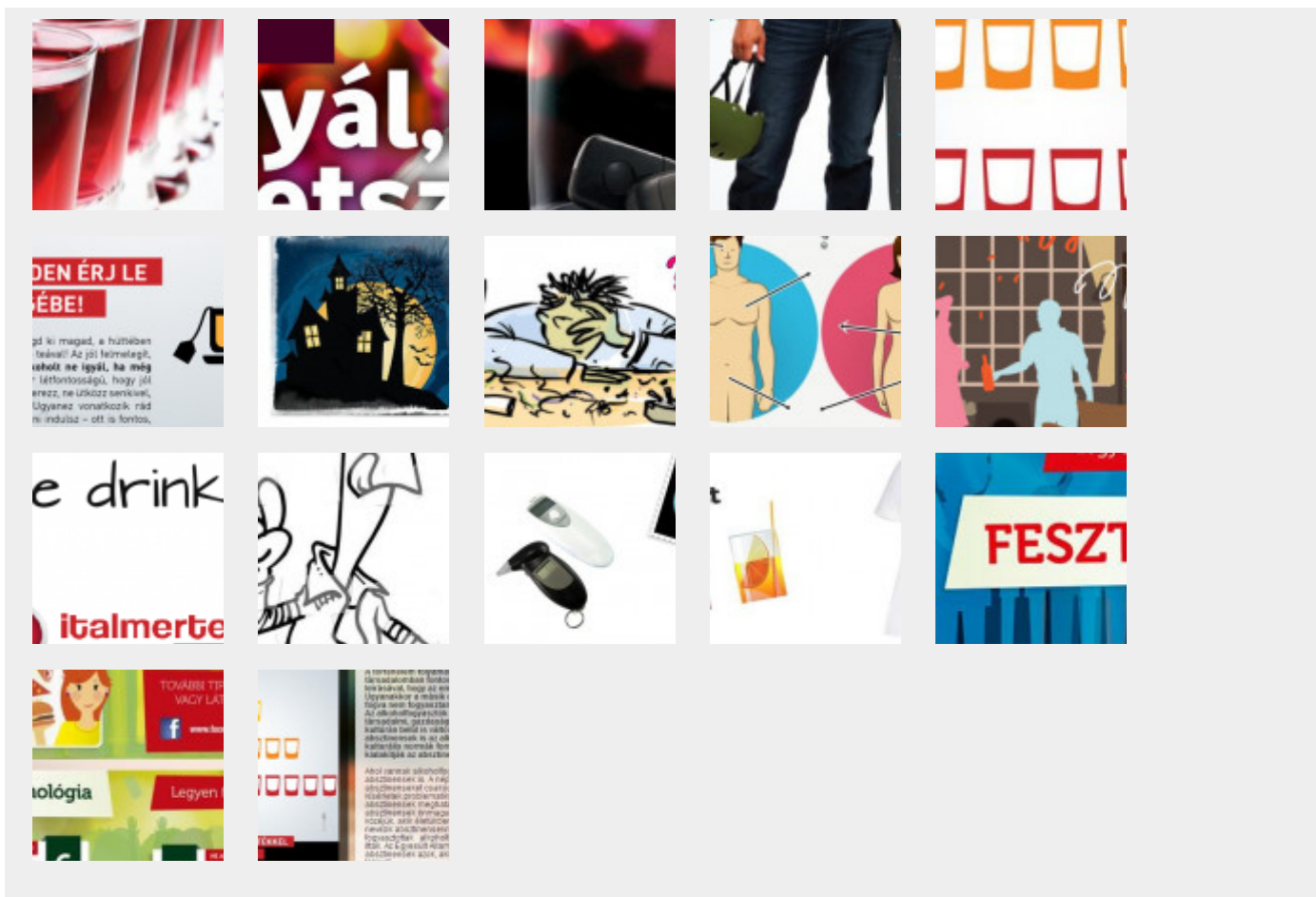
Awareness of the measurement of a standard unit remained unchanged (37% compared to

37% in 2014).

Understanding of the meaning of 2-3-4-0 responsible drinking rule has increased (66% compared to 64% in 2014).

## Downloads

## Photo gallery



## Documents

**2340 presentation (in HU)** (pdf - 0.41 Mo)

**Don't drink and drive freecard** (pdf - 0.33 Mo)

**Italmertek\_Teli\_Alkohol** (pdf - 0.3 Mo)