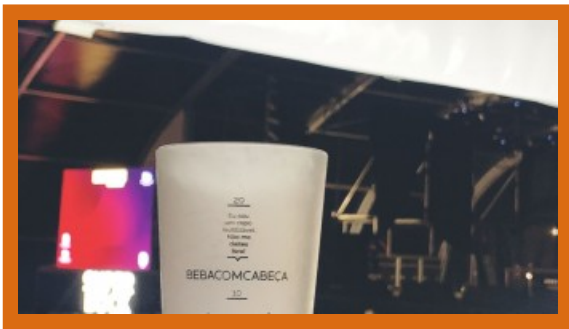




Drink with your head



Beba com Cabeça
Associação Nacional de Bebidas
Espirituosas
Portugal
2008 > Ongoing
#AwarenessRaising
#Consumerinfowebsite



Objective

To promote responsible consumption of alcohol especially among the 18-40 age group.
To raise awareness of the alcohol unit as the best means to promote moderate and responsible consumption.

Description

The **website** was launched 2008, and, was revamped in 2017 and 2020. It has the following sections:

- What is in a spirit drink?: Contains information on ingredients, calories, alcohol content and production process.
- Responsible drinking: Contains responsible drinking information such as what happens to alcohol in the body, recommended guidelines and when not to drink.
- Consumption equation: Explains about standard drinks measurements and how different standard drinks contain the same amount of alcohol per serving.
- Alcooladora: Is an app for adults of legal drinking age. The user enters information such gender, their weight and how many drinks they have add. The app crosses this data with a predefined drinks list then provides approximate blood alcohol levels, units, and calories. As well as being available on the drink with your head website it can be

downloaded from the Google Store.

The website is promoted through posters and billboards, and, in the press and commercial communication by supporting companies. In December 2009 Express TV posted the campaign's promotional video on **YouTube**.

In 2017, the "A Noite É De Todos, Beba Com Cabeça" (Everyone's night, Drink with your head) in cooperation with Lisbon Municipality aimed at fighting public binge drinking on Streets. Every weekend during 2017, representatives met young people on the streets of Lisbon to share responsible drinking messages. Photos were taken and posted on the website's **Facebook page** to reach a wider audience.

In 2020, ANEBE challenged students from IADE - Faculty of Design, Technology and Communication at the European University to work on an application that would be used by young adults when they go out at night. The resulting Alcooladora application was developed by IADE University student Bruno Costa as part his final degree project Computer Engineering. The app was launched on 13 March 2020 at the Talkfest in Lisbon.

In 2022, in the first week of June, ANEBE was present at "Queima das fitas", a major academic event at the University of Évora. The key messages on responsible drinking, in particular drinking water, were very important to raise awareness among everyone. Also, in the last weekend on 9 & 10 September, ANEBE attended the 5th edition the Gin and Street Food Sessions in São João da Madeira (Porto Region).

Partners

Portuguese Youth Institute

Wine companies such as FINAGRA

IADE - Creative University (2020)

Lisbon Municipality (2017)

Results

2022: 5,000 reusable cups, designed with the "Drink With Your Head" logo, were distributed at "Queima das fitas". ANEBE's reached around 5,000 participants out of 20,000 at the Gin and Street Food Sessions.

2020: The app has been downloaded more than 1,000 times from the Google Store since March 2020. For the student, developing this application was a way of "gaining a lot of technical knowledge on Java-Android language", but also of "getting to know a lot about the functioning of our body and the effects of alcohol on it".

In 2017, 12,762 young people were in Lisbon reached and the posts on Facebook reached 24,139 people. In 2017, the site had 29,247 unique visitors. This figure is lower than previous years because the site was down for 2.5 months for revamping. Visits for previous years are 44,943 (2016), 27,000 (2015) and 24,000 (2014).

As of 1 June 2009, all ANEBE member companies display the logo and website address on all commercial communications.

Measurement & evaluation

Results of a study conducted in March 2009 (842 participants) shows that:

- 81.7% were unaware of how much a unit of alcohol was before visiting the website.
- Most consumers drank one or two drinks on a night out and understood the meaning of “responsible behaviour”.
- 89.9% said that they drank because they enjoyed it.
- 70.5% said that they did not like to see people drunk whilst socialising.
- 62.6% stated that having a drink was not necessary to enjoy an evening out, whilst 25.9% thought that drinking was a part of normal social behaviour.
- 53% disagreed with the misconception that there is “good and bad kinds of alcohol”.

Website

<http://bebacomcabeca.pt/>

Downloads

Photo gallery

