



Drops of Advice



Diageo
European Union
2022 > 2022
#AwarenessRaising #On-trade
#SocialMedia



Objective

To encourage people to drink responsibly during the holidays while also enjoying the best of the season's festivities.

Description

Diageo and Smirnoff launched the global campaign to encourage people to drink responsibly during the holidays while also enjoying the best of the season's festivities. The campaign urged people to "be wildly responsible" and consisted of six digital animations, stills from the animations as print options and pop-up "Be Wildly Responsible" bars across the world and on the brands social media.

In developing the campaign, Diageo recognised that there is an art to providing good advice. The creative campaign explores a range of fun, practical, relatable ways to deliver tips to the viewer – through small, playful, and useful nudges to help encourage the people we care about.

Among the "drops of advice" are: "When drinking, food is your friend," "Dance freely. Drink responsibly," "Stay hydrated," and "It's ok to call it a night." The messages are supported by whimsical animation, such as a woman dancing with a slice of pizza to illustrate how food is one's friend or a martini glass dodging additional pours from a bartender to "avoid top ups." The series of videos were created by Venezuelan animator Igor Bastidas and carry the tagline, "Be wildly responsible."

The campaign was designed to signpost adults to DRINKiQ, Diageo's global resource to help people make responsible choices about drinking, or not drinking. It is part of Diageo's

commitment to reaching one billion people with dedicated responsible drinking messaging by 2030 and to educate people on the risks of the harmful use of alcohol as part of their 10-year action plan, Society 2030: Spirit of Progress.

Results

Drops of Advice: Be Wildly Responsible: 2.7K views

Drops of Advice: It's okay to call it a night: 440 views

Drops of Advice: When drinking, food is your friend: 900 views

Drops of Advice: Dance Freely, Drink Responsibly: 926 views

Drops of Advice: Keep an eye on your friends: 367 views

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Photo gallery

