

Enjoy responsible drinking



Disfruta de un consumo responsable
Espirituosos España
Spain
2008 > Ongoing
#AwarenessRaising
#Consumerinfowebsite



Objective

To promote the responsible consumption of alcohol.

To provide consumers with the information they need to make informed choices about consumption.

To provide information about the programs that Espirituosos España develops to promote responsible drinking.

Description

First launched in 2008, the consumer information **site** was re named and relaunched in June 2011 and has been revamped since. It has six sections on responsible drinking:

- Responsible Consumption: The recommended low risk guidelines.
- Standard Drink Unit: Standard units and recommended limits for men and women.
- Alcohol Circuit: What happens to alcohol in the body.
- Calculator: Tool to estimate the amount of alcohol in your blood.
- Risk Groups: Groups of people who should not drink alcohol, like the underage, pregnant women and drivers.
- Urban legends: Common myths about alcohol and an explanation why they are incorrect.

The website also has a section on spirit drinks and on other initiatives ran by Espirituosos España.

The website address' is included on all Espirituosos España's communications, linked to on all associate websites and is included in all advertising and marketing communications of Espirituosos España's member companies.

Results

In 2017 the number of unique visitor was 199,596.

In 2016 the number of unique visitors was 103,112

The number of unique visitors to the website steadily increased from 23,715 in 2008 to 59,644 in 2012, 56,471 in 2013 and 88,125 in 2014.

Website

<https://www.disfrutadeunconsumoresponsable.com/>

Downloads

Videos

2008 "enough for today" message (uses realplayer)

Photo gallery



Audio

2011 Radio spot 2 (ES) (mp3 - 0.67 Mo)

2011 Radio spot 1 (ES) (mp3 - 0.66 Mo)

Documents

FEBE-TV spot presentation (2008-2009) (ppt - 2.23 Mo)

2011 flyer (pdf - 1.09 Mo)