

Rethink Drink



**Hellenic Association of Drinks
Distributors / Greek Federation of
Spirits Producers
Greece
2024 > Ongoing
#AwarenessRaising #SocialMedia**



Objective

To address the negative perceptions associated with alcohol-related harm in Greece, particularly drink-driving and underage drinking.

To challenge the perception that spirits are “heavier” than beer and wine.

To educate consumers about moderation, including low-risk consumption, the equality of alcoholic drinks and alcohol units.

To raise awareness of responsible drinking and how to put it into practice (e.g., don't drink and drive, no alcohol under 18, all drinks are equal, pairing food with alcohol etc).

Description

ENEAP is committed to leading efforts in promoting responsible drinking. In 2024, the Ministry of Health launched new initiatives to support the National Health Prevention Plan's priorities on alcohol. These efforts include communicating official low-risk drinking guidelines and addressing key alcohol-related harm issues in Greece, including underage drinking, drink-driving, and common misconceptions about alcohol. Key concerns include:

- A higher percentage of 16-year-olds in Greece report easy access to alcohol, recent alcohol consumption, and overall alcohol use compared to the EU average (ESPAD study, 2021).

- Over half of respondents in a study knew people who drink-drive, and 23% of regular drinkers admitted to drink-driving (ENEAP, 2021). Additionally, the Hellenic Police consistently rank alcohol among the top five causes of accidents and fatalities.
- Misconceptions about alcohol persist: 45% of alcohol consumers believe different alcoholic drinks affect them differently, with 83.4% thinking wine and beer are less likely to cause drunkenness (ENEAP, 2021).

To address these urgent issues, ENEAP launched the RETHINK DRINK communication campaign, designed to raise awareness and promote safer drinking habits across the country.

The campaign aims to enhance knowledge, motivation, and behavioural change by shifting beliefs and attitudes about alcohol consumption. It targets 18- to 35-year-olds, as well as key stakeholders in policy, media, the spirits industry and to a lesser extent, the bartending community. Using a modern, direct, and inventive approach, it creatively incorporates common expressions associated with irresponsible drinking to challenge misconceptions. As part of the initiative, three short films were produced, each delivering a distinct message about responsible alcohol consumption:

1. All drinks are equal - quantity matters more than type: It's not what you drink, but how much you drink that makes the difference.
2. Alcohol and driving don't mix: Highlighting the dangers of drink-driving.
3. Preventing underage drinking: Addressing the importance of restricting alcohol consumption to those over 18.

4. A fourth video was later produced for bartenders in the context of the Athens Bar Show.

The campaign was launched at a special event at the Benaki Museum on 17 May 2024, attended by a number of Ministry of Health officials, including Minister of Health Adonis Georgiadis and Deputy Minister of Health Dimitris Vartzopoulos. It officially began in July 2024, initially focusing on social media, digital platforms, and print media, with plans to expand its messaging and communication channels over time. The primary outreach is through social media (including posts by influencers **Antonis Kalagatsis**, **Chara Kontochristou**, **Georgina Charami** and **Zoe Pre**) and digital platforms, with the potential to adapt for TV commercials, out-of-home (OOH) advertising, experiential events (e.g., summer festivals, Athens Bar Show), and seasonal campaigns.

The campaign will run for a minimum of three years, with research and media metrics informing its development.

Partners

Ministry of Health (Directorate of Public Health) - endorses and signs off on messaging, particularly in relation to underage drinking.

Road Safety Institute (IOAS) - disseminates the campaign through its social media and during education programmes.

Athens Bar Show and Bar Academy - disseminates the campaign through their social media and supports education activities for the bartending community.

Results

Phase I of the campaign only (July-August 2024):

- Youtube, Facebook and Instagram campaign: 21,700 impressions.
- Facebook and Instagram reach: 3.8 million people.
- Facebook and Instagram post engagement: 628,000.
- Glomex, YouTube, Facebook and Instagram total video views: 1,000,800. There were 404,000 organic Youtube video views.
- Earned media coverage: 145 press clippings.

In parallel, the campaign was present during the ROADPOL safety week event in Piraeus Athens Greece, in partnership with the Road Safety Institute Greece, with presence of DG of ROADPOL, the Chief of Hellenic Police and political stakeholders. Moreover, the campaign was present during the Athens Bar Show in partnership with the organisers with dedicated spot addressing bartenders. The event was attended by more than 10,000 bar professionals.

In addition to the above the following ended in December 2024 (results as of October 2024)

- Native plan: 600,000 impressions with 19,000 unique views.
- Influencer activity: 200,000 total views and interaction by 7,800 users.

Measurement & evaluation

Consumer research is being conducted in Q1 2025 to assess performance against awareness and behavioural metrics. The evaluation will measure awareness of units/equivalence, 'Don't Drink and Drive' messaging, and bartender awareness of not selling to the underage.

Comments from the May 2024 launch event include:

- Minister of Health, Mr Adonis Georgiadis who said: "Reckless alcohol consumption is a serious social issue with harmful effects on individuals' health, family life, work, and social well-being. Promoting responsible attitudes and behaviors toward alcohol requires coordinated efforts from society, the government, and health organizations. Education and accurate information are the first steps in shifting mindsets and behaviors, particularly among young people. Through the 'RETHINK DRINK' campaign, we are strengthening efforts to inform and raise awareness about the dangers of excessive alcohol consumption. By working together, we can build a healthier and safer society that prioritizes well-being and public health."
- The Deputy Minister of Health, Mr Dimitris Vartzopoulos who said: "Today we are announcing a truly pioneering synergy, both at an institutional and creative level. [...], the Ministry of Health is joining forces with the industry itself, and together [...] we are implementing an extremely inventive campaign that we believe can really touch young people, since it speaks their language".

Downloads

Photo gallery

