

Fair play, Responsible drinking



Fair játék, Felelős italozás
Hungarian Spirits Association
Hungary
2024 > 2024
#AwarenessRaising #Influencers
#SocialMedia



Objective

To raise awareness of responsible drinking among sports fans.

To improve drinking culture with a focus on irresponsible drinking and over-consumption.

To educate adults how to drink alcoholic beverages responsibly via social platforms and the Italmertek.hu website.

Description

Continuing from the 2021 to 2023 summer campaigns, the 2024 campaign remained dedicated to promoting responsible drinking during the summer period. It built on the previous efforts to promote responsible alcohol consumption and the positive trend of moderate drinking.

Ahead of the 2024 UEFA and Olympic Games, the campaign encouraged sports fans to enjoy the experience of cheering together and enjoying themselves but to do so without relying on excessive alcohol consumption. It reminded them that should they choose to drink, it is vital to remain mindful of their alcohol consumption.

The campaign started on 6 June, coinciding with the European Football Championship matches, and continued during the Summer Olympic Games. On 27 August, the last post was published on the campaign's social media channels and the closing press release was distributed.

Key messages:

- LET'S ENJOY THE SUMMER MONTHS WITH THE FEELING OF RESPONSIBILITY
- LET'S CELEBRATE SUMMER, FREEDOM AND NEW BEGINNINGS
- MAKE SURE THAT YOU CELEBRATE YOUR FREEDOM OF 2024 SUMMER AND STAY RESPONSIBLE

Components

- Social Media Posts: Informative content about moderate alcohol consumption and conscious decision-making was posted on **Italmérték.hu**, **Facebook** and **Instagram**. The hashtags **#fairjáték** and **#felelőssitalozás** (**#fairgame** and **#responsibledrinking**) were used.
- Influencer Collaboration: Content creators Marci Miskovits, Viktória Viczián, and Balázs Horváth to draw the attention of their followers to the importance of responsible drinking. They also encouraged their followers to share their own posts promoting responsible alcohol consumption, while exploring the topic of fair game and responsible drinking.
- 2 press releases (one opening and one closing) and media interviews.

Content creators

- Marci Miskovits: Marci shot 2 videos where he asked sports fans about their drinking habits and promoted responsible drinking behaviour.
- Viktória and Balázs posted 1 TikTok video and 2 Instagram posts each. They highlighted the main message of the campaign and added stories and thoughts about their experience with alcohol.
 - Viktória's posts: **1st Instagram post**, **2nd Instagram post** and **TikTok video**
 - Balázs' posts: **1st Instagram post**, **2nd Instagram post**, **TikTok video**

Partners

Marci Miskovits - YouTuber, influencer and presenter and campaign ambassador

Viktória Viczián - former beauty queen and influencer

Balázs Horváth - influencer and personal trainer

Results

The campaign generated excellent results and helped reach and educate the target audience with the messages around responsible and conscious alcohol consumption.

The press releases were published in 27 media outlets and in a print newspaper. For example: Népszava, Bdpst24.hu, DigitalHungary.hu, Markamonitor.hu, Mirelle.hu, Mmonline.hu, Mymusic.hu, Onbrands.hu, Storeinsider.hu, Termekmix.hu, Trademagazin.hu and Turizmusonline.hu. The total number reached was: 2,492,980 people.

Márton Miskovits' first video reached 7,951 people and his second reached 2,477 people.

Viktória Viczián's first Instagram post reached 9,712 people and her second post reached 14,378 people. Her TikTok video reached 4,542 people.

