



Jameson. Easy Does It



Pernod Ricard

Ireland

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#ReducingHarmfulDrinking

#SocialMedia



Objective

To encourage people to be more mindful, and moderate in their consumption.

To remind consumers that they don't need to drink to enjoy themselves.

Description

Jameson is committed to promoting responsible drinking among consumers and aims to resonate with every kind of drinker by talking about a serious subject in a relatable, and authentic way. They unveiled a new responsible drinking advert as part of its commitment to tackling overconsumption and alcohol misuse.

Under the brand claim "Jameson. Easy Does It", the ad promotes responsible drinking by encouraging people toward more mindful, and moderate consumption, and reinforces the message that whether you "measure, sip, or skip", no one should feel awkward for doing so.

Co-written by and starring comedian Aisling Bea, who brings her Irish wit and humour to the screen, the advert showcases several typical social drinking scenarios consumers can find themselves in when they choose to moderate or skip a drink.

The script which brings to light the perceived societal pressures that can lead to overconsumption, inspiring people to forget about the FOMO (fear of missing out), and to embrace moderation, measurement or abstinence. The campaign's comedic tone helps to shift cultural taboos and turn the topic into one people can talk about to effect change. It takes the word "responsible" and makes it about a simple change in mindset. After all, no one should feel awkward for choosing whether to drink or not.

The campaign launch in Ireland on 16 January before being rolled out across global markets later on TV, digital and social.

Results

Post campaign launch in Ireland, Jameson saw +21% growth in brand association with responsible drinking. 82 million were reached through earned media coverage.

Downloads

Photo gallery

