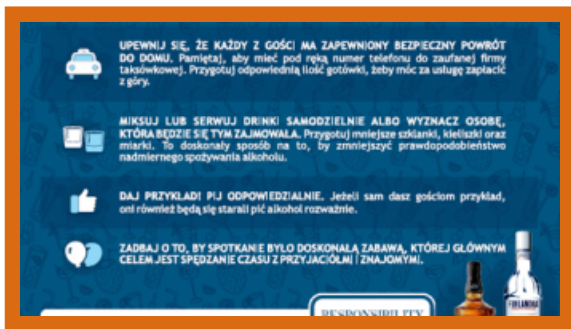




## Responsibility Today. Everyday

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**Brown-Forman**

**Poland**

**2017 > 2017**

**#AwarenessRaising #On-trade**



## Objective

To educate consumers and shoppers about responsible drinking.

## Description

The 6-month communication programme was launched in June 2017. It focused on key responsibility messages that were displayed in the Carrefour chain stores using different tools to convey information to consumers/shoppers (leaflets, catalogues and wobblers). The messaging was spread across all types of alcohol (not just spirits).

Messages were split into three groups:

- June to July - Responsible hosting guide: Responsibility was communicated as a part of summer gatherings with friends. Key rules of having a responsible party were pointed out such as: give your guests wide range of soft drinks, try to avoid salty snacks and set the example by drinking responsibly.
- August to September - Responsibility as part of typical summer activities: A reminder to drink responsibly during car trips and activities like swimming or riding a bicycle in order to fully enjoy summer!
- November to December - Responsible Christmas: The focus was on responsible hosting and safe travelling during Christmas, especially in terms of the “next day” syndrome (driving the next morning over the BAC limit).

## Partners

Carrefour

## Results

90 stores across Poland took part. The initiative featured in 2 issues of the catalogues reaching 2 x 25,000 people. 1,000,000 leaflets were distributed. The total reach/visibility of the wobblers was 300,000 people.

## Downloads

## Photo gallery

