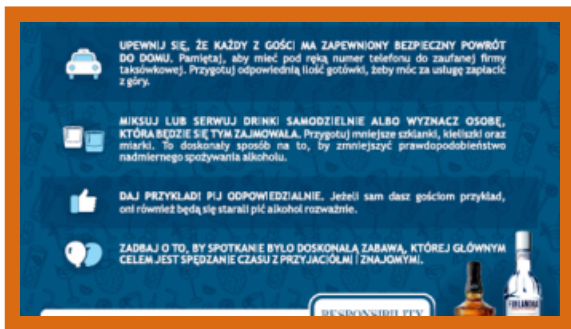




Responsibility Today. Everyday



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

