drinksinitiatives.eu

Driving responsible & sustainable actions,
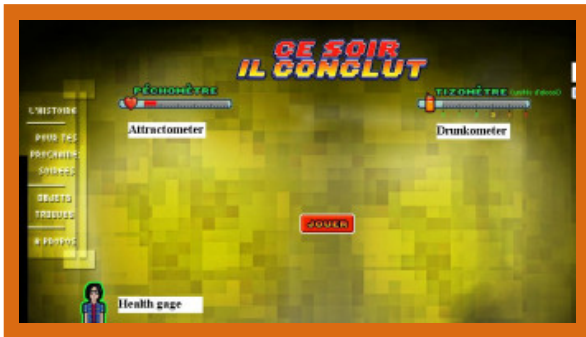making a positive contribution to society.

Seal the deal

Objective

To enable the identification and awareness of situations and risky behaviours related to alcohol abuse especially in the target audience (18-25 year olds).
To communicate that it's best to control drinking in a fun way for a good night.

Description

Launched on 29 September 2011, the **serious game** combined web-series and arcade game styles and built on the highly popular "Make your mind up Clement" video series. 100 mini-video footages were written, shot and assembled corresponding to the different possible combinations of actions / reactions that depend directly upon the amount of alcohol drunk by Clement.

- The main characters: 4 main characters. Clement, the geeky hero and university student, and his brother Swann. Chloé the cool girl and Serena the ex-girlfriend.
- The Game: The game started when Clement received an ultimatum by his brother to score with Chloe and the player is designated his coach in order to help. The game mirrors a classic evening with friends and features three environments: "before", "club" and "after". In order to keep player's attention the characters talked and acted in a typical way setting an intentionally humorous, offbeat and non-judgemental tone. Four 2D arcade games were integrated into the main game which were influenced by the levels in the main game. Different levels included different speeds, Gaussian blur and field of vision to reproduce the physiological effects of alcohol consumption.
- Scoring and playing: Users had to help Clement by raising his attractiveness rating

(attractometer) which decreased in proportion to the number of drinks he had (drunkometer). The higher the drunkometer – the more difficult it was to please Chole! The drunkometer rose with each drink. It showed "warning" messages at certain levels (simple and clear consumption benchmarks as recommended public health organisations) along with precise information on the physiological effects and risks associated with alcohol consumption in relation to the number of units consumed, allowing the player to refine their strategy and learn. The attractometer's level changed according to the amount of alcohol drank and showed information on units of alcohol and the equivalence of alcoholic drinks when the mouse glided over it. The health indicator showed the effects of alcohol based on the number of units consumed and the possible consequences on the body and behaviour.

- Game ending: If the attractometer reached 100% a "happy ending" video played. If however it dropped to zero or if the the drunkometer rose too high (5 units consumed) a "game over" video played and the user was invited to play again. A "game over video" also played when a situation would be dangerous in real life (allowing the player to be aware of risks and possible consequences of their behaviour). For example, after the club, Clement must test his blood alcohol level using a breathalyser and then choose how he gets to the after club venue. If he chose to drive, while above the legal limit, a game over video played.
- At the end of the game players are asked to answer a questionnaire (they could win an iPad in doing so) in order to provide more qualitative information like shares with friends and knowledge of drinking levels.
- More information on responsible drinking could be found on the site's "For your next evening" page which contained information on topics such as lower risk consumption thresholds, risks of drink-driving, the risks of excessive consumption. It also provided advice on how to organise an evening out in a responsible way.

In order to stir up curiosity in potential players teaser content was posted onto the webpage every day for 10 days before the launch and targeted advertising took place on relevant sites like Dailymotion, blogs addressing the themes of the game, student blogs etc. The game also had **Facebook** and **Twitter** accounts.

Partners

Ninth Pole Media (Start up/production company and creator of "Make your Mind up Clement!"). Interaction Healthcare (specialist in interactive health entertainment).

Results

In 2018 the game was played 1,400 times. In total, until December 2018 (the campaign end):

- The game was played over 100,000 times.
- The ad on **dailymotion** was seen over 420,000 times.
- The **various videos** on youtube (short and long clips, mental preparation and move yourself) were seen over 29,000 times.
- The Facebook had almost 10,000 "likes".

Measurement & evaluation

A 2011 evaluation based on 653 questionnaires showed that:

- The game was played by a mixed population: 56% men and 44% women. The fact that the main character is a man has not stopped women from playing.
- 87% of respondents found the game "Very well designed and very interesting" or "well-designed and interesting."
- The adjectives used the most to describe the serious game were: Fun (28%), Original (27%) and Cool (26%).
- 2/3 of respondents were able to play the entire game and so saw the prevention messages throughout the game.
- 93% of respondents would advise their friends to play the game.
- After playing the game, respondents felt "more alert to situations and risky behaviour" (32%), "better able to manage their consumption in the evening" (30%) and "better informed about the effects of alcohol consumption "(21%).
- Only 4% of respondents believed that low-risk drinking guidelines were above 4 units. Below this threshold, opinions were divided: 37% cite two units of alcohol, corresponding to the legal limit for driving.

Website

http://www.cesoirilconclut.com/

Downloads

Photo gallery
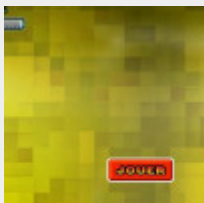
Documents

Information pack (in French) (pdf - 0.62 Mo)