

Slow Drinking



Slow Drinking
Bacardi-Martini
European Union
2012 > Ongoing
#AwarenessRaising #On-trade



Objective

- To spread a message of responsibility at European level.
- To communicate the main message: consume less but better.
- To create a common practice among all Bacardi brands.

Description

Bacardi seeks to spread a message of responsibility at European level by countering the abusive and irresponsible consumption of alcoholic beverages by informing consumers of the harmful effects of this practice.

Slow Drinking is a responsible drinking programme launched by Bacardi Martini France in 2012. It now reaches consumers in Belgium, France, Italy, the Netherlands and Spain.

The campaign aims to help consumers slow down and reduce excessive consumption by encouraging the art of taste. It promotes responsible, reasoned and respectful drinking and advises against binge drinking. To do this it provides advice and information on responsible drinking and encourages a measured and controlled consumption of alcoholic drinks. Slow Drinking's motto is "take your time" and the main message is: "consume less but better". Through its communication, Slow Drinking aims to be educational and benevolent, and hopes to transmit responsible habits for every festive occasion.

Currently, Slow Drinking has no commercial products, it only communicates via social networks (Facebook, Instagram) and on its website. The posts on social networks range from responsible drinking rules/tips to recipes for cocktails with and without alcohol, to

food-pairing, but also informative posts on current events in terms of sustainability. Responsible drinking is in every post, whether explicit or implicit. Since 2020, it also informs on environmental issues by giving advice and raising awareness of sustainable development.

Results

As of January 2022, there are over 71,000 followers on Facebook and over 21,000 followers on Instagram.

Website

<https://www.slowdrinking.com/>

Downloads

Videos

POST Moderation Resp. Drinking March

STORY Education Moderation_Mars_EN

STORY_Education_Moderation_EN

StoryParticipation May EN.mp4

Story Education-moderation EN

Photo gallery

