



The Magic of Moderate Drinking



Diageo
European Union
2023 > Ongoing
#ReducingHarmfulDrinking
#SocialMedia



Objective

To make moderation aspirational.

To encourage consumers to drink responsibly over the festive period.

Description

Diageo launched the global responsible drinking campaign on 1 December 2023.

The campaign looks to make moderation aspirational and encourages consumers to drink responsibly over the festive period. It shows consumers that by drinking better, not more, they can savour every moment and occasion. The story is told through a hero film which features Guinness, Johnnie Walker, Tanqueray 0.0 and Seedlip, where the host enables guests to experience the "magic of moderate drinking", and shows how responsible drinking can take many forms for every individual. From spacing drinks with water or food, having a non-alcoholic option, or measuring units to help keep an eye on how much is drunk, the guests can all be seen choosing to moderate whilst not having to compromise on the fun. The global campaign will continue throughout 2024. It will be amplified across out of home advertising (OOH) including in main London underground stations and will feature on Diageo social channels. Amplified across the world, major markets including Great Britain, North America, China and Brazil will tap into moments for moderation throughout the year to share the campaign, from local occasions to key sporting events.

Supporting the launch of the campaign, Diageo created a new and refreshed dedicated positive drinking page on its website. The site will be host to resources such as DRINKiQ and

demonstrate the latest responsible drinking work from Diageo and its brands.

Diageo is committed to changing the way the world drinks for the better by promoting moderation and addressing the harmful use of alcohol. This is a core pillar of Diageo's 10-year sustainability plan, Society 2030: Spirit of Progress, which includes an ambition to reach one billion people with messages of moderation by 2030.

Partners

Marmalade Film and Media

Results

The video has had over 30,000 views on Youtube since 1 December 2023.

Downloads

Photo gallery

