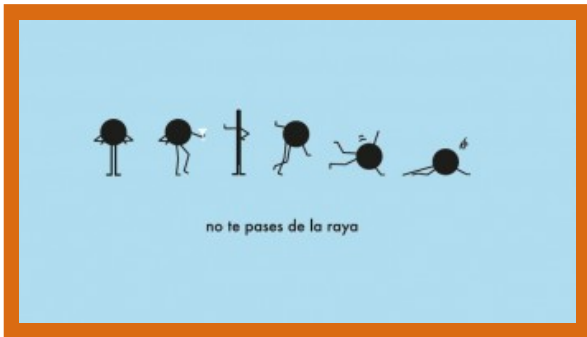




## The power of partnership



## Objective

- To increase the knowledge about spirit drinks among students: The art of distillation, agricultural raw material, origin, tradition etc.
- To increase awareness of responsible consumption
- To raise awareness of preventing alcohol abuse among the university population
- To prevent alcohol consumption by underage people

## Description

University students are taught about responsible consumption and spirit drinks before taking part in a competition to design their very own campaign to promote responsible drinking. The idea is to use communication between equals as peer-to-peer communication is very effective. Once the winners are selected an awards ceremony takes place where the winners receive their prizes and a press release is issued in order to bring awareness to the project.

### PHASE ONE: Education

- **Training on responsible consumption:** Before taking part in the training students fill in a survey about their consumption habits. The lesson is supported by the “student's guide” which covers topics such as: the effects of alcohol on the body; what a standard drink is; responsible guidelines, limits and when you should not drink alcohol; reasons why you should drink alcohol in moderation; myths, and what the law says about drink-driving.
- **Distillery Tour:** A distillery tour to show students how spirits are produced. Before the tour there is a presentation about spirit drinks. This is to increase student’s knowledge about the art of distillation; the agricultural raw materials used to produce spirits, and the

origin and tradition of spirit drinks and how they have shaped spirit drinks over the centuries. During the tour they find out more about distillation, flavouring and maturation of spirits.

**PHASE TWO: Creating and presenting the campaign:** Students work in groups over a six-month period to design a responsible drinking campaign targeting young people. Students are supported by teachers during the process. When finalised, the teams chosen by the University present their proposal to Espirituosos España's marketing committee. The winner receives two prizes: A trip to Palma de Mallorca and the pride of seeing their campaign launched!

**2018-2019:** Third year students studying Advertising and Public Relations at Rey Juan Carlos University in Madrid took part. There were two finalist teams. The jury decided both finalists were winners. The winning proposals are NoTanto (Not too much) and YoNoLoVeo (No Way).

- NoTanto (Not too much): The aim is to transmit the values of responsible drinking. Four posters were created that use examples of daily life to show that moderation is better than excess. They encourage responsible alcohol consumption by appealing to moderation and common sense and by highlighting the need to live a healthy lifestyle. The audience then connect the idea of moderation to the consumption of alcoholic beverages. The posters are displayed on university campuses in Madrid to raise awareness among students.
- YoNoLoVeo (No Way): The aim is to raise awareness among the general public that minors should not drink any alcoholic beverages. Five visuals mix drawing and photography to reflect situations in which there is an obvious misfit. This serves as an analogy to show that the consumption of alcohol by minors is equally out of place. The visuals are used for Espirituosos España's "Minors and Not a Drop" campaign and were shown on on-street advertising, buses and bus shelters in Madrid.

**2019-2020:** Students at the University of Granada studying audio-visual media joined the project. The 2020 winners is "Historias y punto". It is a play on punctuation and alcohol consumption that gives a double meaning. The protagonist is "punto" (full stop) but in Spanish has the double meaning of "get a buzz".

## Partners

Rey Juan Carlos University  
University of Granada (from 2019)

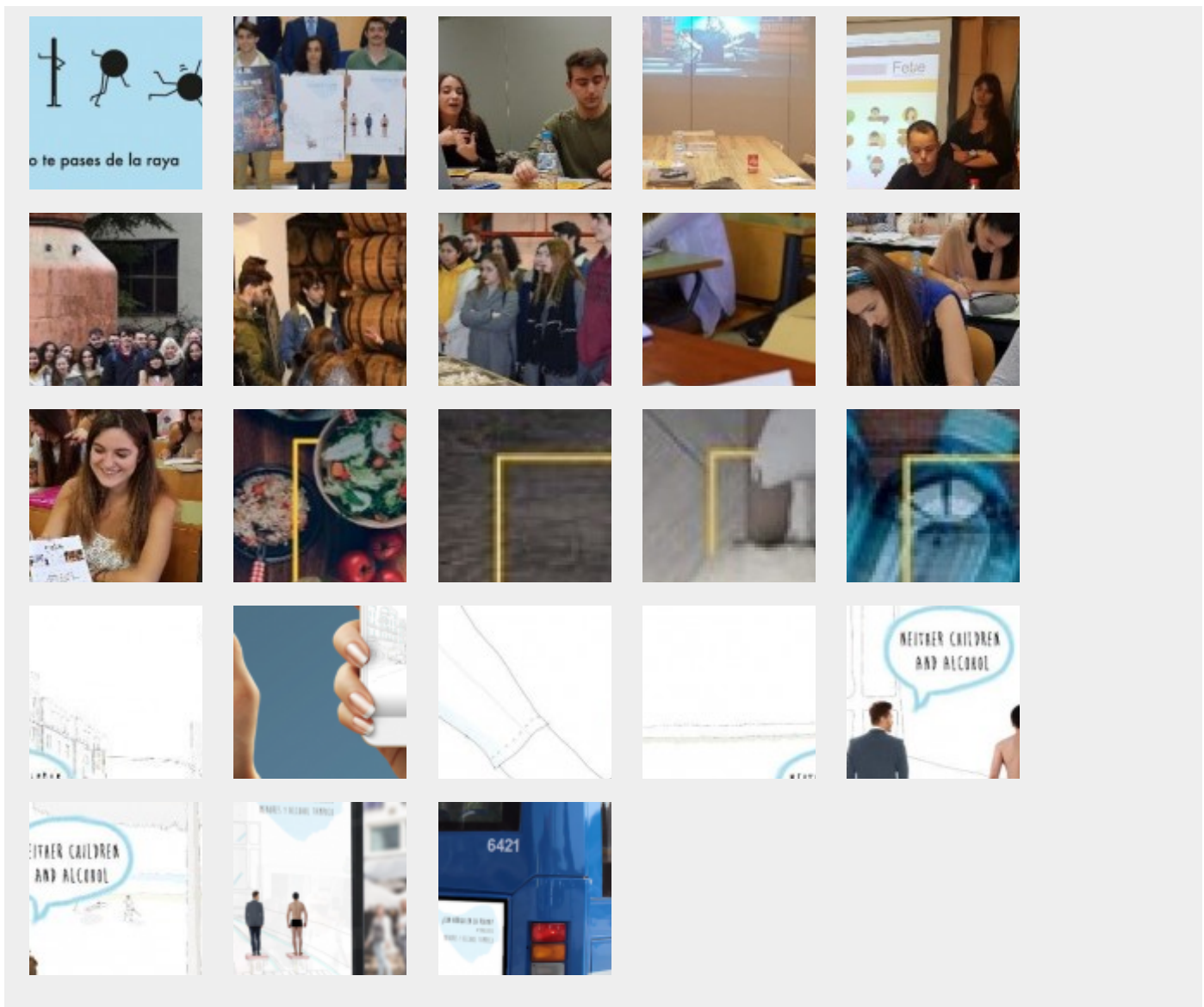
## Measurement & evaluation

**2018-2019:** The training on alcohol helped to break false perceptions and myths held by many students. The pre-training survey found that 90% of the students believed that young people drink too much. However, official data shows that 95% drink responsibly. This shows that the students did not know what “excessive drinking” is and that they lacked general information about alcohol and its effects before the training.

The campaign has been welcomed by the public institutions, and city councils outside Madrid are interested in developing similar projects in partnership with Espirituosos España.

## Downloads

## Photo gallery



## Documents

**H 70x100 - Anoche fue puntillo o interrogación.pdf** (pdf - 0.9 Mo)

**H 70x100 - No te pases de la raya.pdf** (pdf - 0.89 Mo)