

Over the limit, under the weather



Od viška glava boli
**Coordination of producers, importers
and distributors of spirits**
Croatia
2024 > 2024
#AwarenessRaising #Influencers
#Peer-to-peer



Objective

To remind young people, especially students, to think about responsible drinking.

To remind young people, especially students, that “if you go over the limit, you will feel under the weather”.

To educate young people about the importance of moderate consumption.

Description

The creative campaign was created by students from Faculty of Economics and Business, University of Zagreb taking part in the **university programme**. The winning team of the 2024-2025 academic year created the catchy slogan "Od viška glava boli" ("Over the Limit, Under the Weather"), a clever twist on the Croatian idiom "Od viška glava ne boli", reversing its meaning to highlight the negative effects of excessive drinking. This creative wordplay effectively delivered a strong message about moderation in a relatable and memorable way.

The campaign used a multi-channel strategy, combining digital engagement with impactful offline experiences. Key tactics included social media campaigns, influencer partnerships, and interactive content. A custom trivia card game was developed to engage participants in an educational yet entertaining way, while branded goodie bags, featuring hoodies, jiggers, and alcohol breathalysers, were thoughtfully curated to reinforce the message of

moderation.

To maximise outreach, the campaign partnered with the Museum of Hangovers and Lollipop Events, creating immersive offline experiences that blended entertainment with education. Guided by student input, the campaign also expanded its digital presence, leveraging social media through stories, reels, and posts, including interactive giveaways, to engage the target audience.

Collaborations with two prominent influencers expanded the campaign's reach through TikTok and Instagram, and native articles in national media provided relatable, shareable content, significantly amplifying visibility.

NB. The expression "under the weather" in English means feeling sick or unwell. It is often used when someone has a mild illness, like a cold or flu, or is simply feeling off.

Partners

Faculty of Economics and Business, University of Zagreb

Lollipop Events

Museum of Hangovers

Influencers: Marko Vuletić and Lada Kušec Deči

Results

Across all platforms, the media campaign successfully reached a total of over 2 million views and participants.

- The social media campaign effectively combined owned channels with media outlets, influencers, and event activations
- The @konzumirajodgovorno Instagram account generated nearly 230,000 views
- The Lollipop collaboration amassed 906,800 views on TikTok and Instagram, while attracting 6,000 visitors to the event
- Influencer collaborations on TikTok and Instagram reached nearly 800,000 views
- The Museum of Hangovers welcomed 2,700 visitors
- Media coverage included 58,200 views on Index.hr and 12,000 views on Srednja.hr

Measurement & evaluation

A study was conducted before and after the campaign, focusing on consumption habits and knowledge about alcohol as well as responsible drinking among students.

Significant increase in participants' knowledge about alcohol consumption and its effects:

- 15.8% more participants correctly identified the drink with the highest alcohol content.
- 32.5% more participants understood whether wine or beer is the healthier option.
- 20% more participants knew whether mixing drinks leads to faster intoxication.

A 13.3% decrease in self-assessed knowledge of alcohol and alcoholic beverages suggests that the education successfully encouraged participants to engage in deeper introspection and recognize their gaps in knowledge. This is a positive sign of raising awareness about the topic's complexity, which is a crucial step toward real learning and attitude change.

Website

<https://konzumirajodgovorno.hr/>

<https://www.instagram.com/konzumirajodgovorno/>

Downloads

Photo gallery

