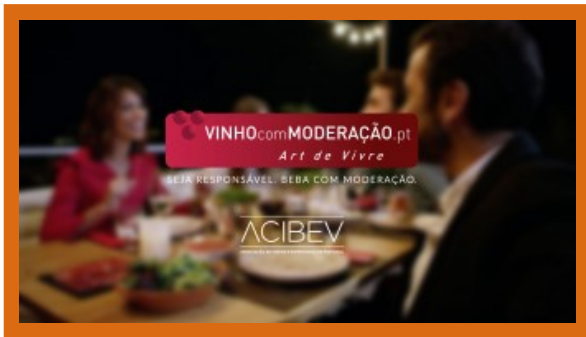


## WIM campaign on TV and cinemas



**Associação Nacional das Vinhas e Espiriteiras de Portugal**

### Objective

To promote responsible drinking as a cultural / social norm in order to prevent and reduce alcohol-related abuse and harm.

To educate consumers by helping them to make responsible decisions about consumption.

### Description

ACIBEV launched the TV campaign during the 2017 Christmas season. The 30-second spot aims to inform consumers about responsible drinking and the consequences of alcohol abuse. The main character is shown in a number of staged situations. The spot concludes with the idea that life is best lived when it's balanced (healthy lifestyle), and promotes moderate alcohol consumption. The spot was developed with "Wine in Moderation", and aired all over Portugal on TV and in cinemas.

### Results

From 2017 until 2019, it was viewed by 15,232,495 times on TV and Cinema.

2019 - 5,195,016

2018 - 4,000,000

2017 - 6,037,479

Downloads

Photo gallery

