

www.drinksmart.com

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**Suntory Global Spirits**  
**European Union**  
**2008 > 2018**  
**#AwarenessRaising**



## Objective

- To promote responsible drinking among adult consumers.
- To minimise alcohol-related harm.
- To raise awareness of important issues around alcohol policy.

## Description

Multi-lingual **website** offers a platform for consumers to learn about the responsible consumption of alcohol through the following six principles:

1. Respect Others - informed adults have the right to choose to drink alcohol - or not to drink at all.
2. Obey the Law - purchase and consumption by those below the legally designated age cannot be condoned or tolerated.
3. Take Responsibility - adults who choose to drink alcohol must take responsibility for their actions.
4. Drink in Moderation - understand how much you are drinking.
5. Be a Responsible Host - always try to ensure your guests do not drink to excess.
6. Drive Safe - never drive drunk or over the legally designated blood-alcohol level.

It also includes an interactive quiz where consumers can test their knowledge of the effects of alcohol and on how to drink responsibly.

## Partners

Qorvis (Communications Agency)

## Results

64,509 users and 91,261 page views since the website was revamped in May 2018 (as of November 2018).

## Website

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

## Downloads

## Photo gallery

