



Social campaign about non-commercial alcohol myths

[AUGUST, 2012]

Target group

Direct consumer and general population, who mainly use emotional excuses for consumption/purchase of NCA (non-commercial alcohol). Equaling it with “smart shopping” and marking NCA purchase with “value for money” sign.

This group identified by the research (2011) as the most responsive and most likely could switch back to quality legal product.



The background of the slide is a close-up, slightly blurred image of a target with concentric blue and white rings. Three arrows with blue fletching and white shafts are shown, all of which have hit the central bullseye. The arrows are positioned diagonally across the frame, from the bottom left towards the top right.

The big goal:
Change attitude towards
non-commercial alcohol

Objectives

How we plan to reach the goal?

1. By raising awareness about negative consequences for person health resulting from consumption of non-commercial alcohol.

2. By continuing educating society on distinguishing between commercial and counterfeit product.



Concept. Backstage.

We open the curtain to show the real face of non-commercial alcohol. Reality vs. myth!

The message

Illegal alcohol is very dangerous. You can die with your first glass. You simply don't know what's happening backstage.

Main visual
base on
living myths
in society
and opens
the truth on
real risks and
damages of
NCA.



Vai tiešām no rūpnīcas?



 esi
atbildīgs.
www.atbildigi.lv

**Nelegālais alkohols
ir ļoti bīstams dzīvībai.**

Strategy

What help we need from media partners to reach the goal?

1. Raising awareness on negative consequences for person health resulting from consumption of non-commercial alcohol.

Share of voice for the main visual in Your medium (bus stops, citylights, print, web banners etc.)

2. Continuing educating society on distinguishing between commercial and counterfeit product.

Documentary materials opening backstage of several myths on purchasing NCA (press, weekly magazines, TV and radio programmes, social portals etc.)

The role of the official partner of the campaign

Besides educational communication, partner can help to engage with target audience through a conversation, encouraging people to share their own myths related to non-commercial alcohol, which will be exposed by programme organizers and partners afterwards.

Video materials (for distribution on TV and online platforms) with real-life/ documentary stories highlighting “backstage” of non-commercial alcohol – lack of safety procedures during production processes, lethal cases from consumption, etc.

Digital platform (social network + dzeratbildigi.lv) with myth busting infographics related to non-commercial alcohol, statistics and interviews with related service representatives (eg. Municipal police, medics, etc.).

Outdoor, TV and print with strong awareness campaign of the problem to reach all parts of society.

Time plan

1. Campaign launch / Awareness

October 2012

2. Campaign long-tail through different channels / Documentary content

November 2012 - January
2013

Looking forward for cooperation!

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