



October 23, 2012

Social campaign on threat to life posed by illicit alcohol

Context and scale of problem

The World – 28.6% of alcohol consumption is unrecorded *

Latvia – at least 32% of alcohol consumption is unrecorded

2006 – Preiļi (Latvia)

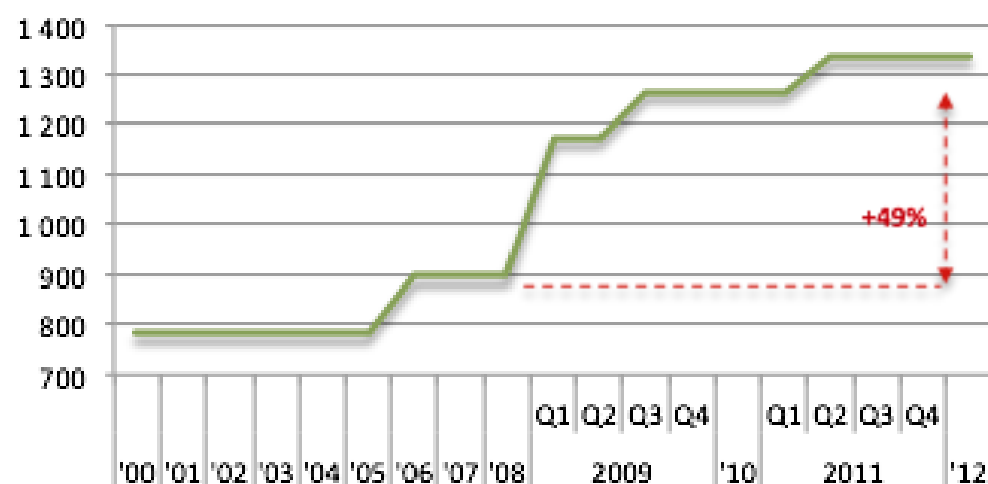
2012 – Czech Republic, Poland

2012 – Durbe and Rīga (Latvia)

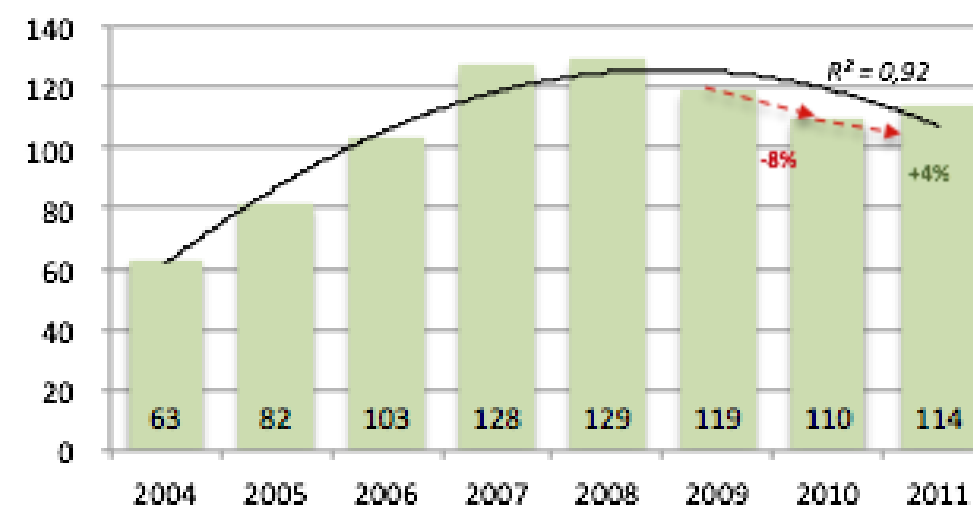
* World Health Organization // Global Report 2011

Situation in Latvia: Facts and interpretation

Excise tax rate for strong spirits

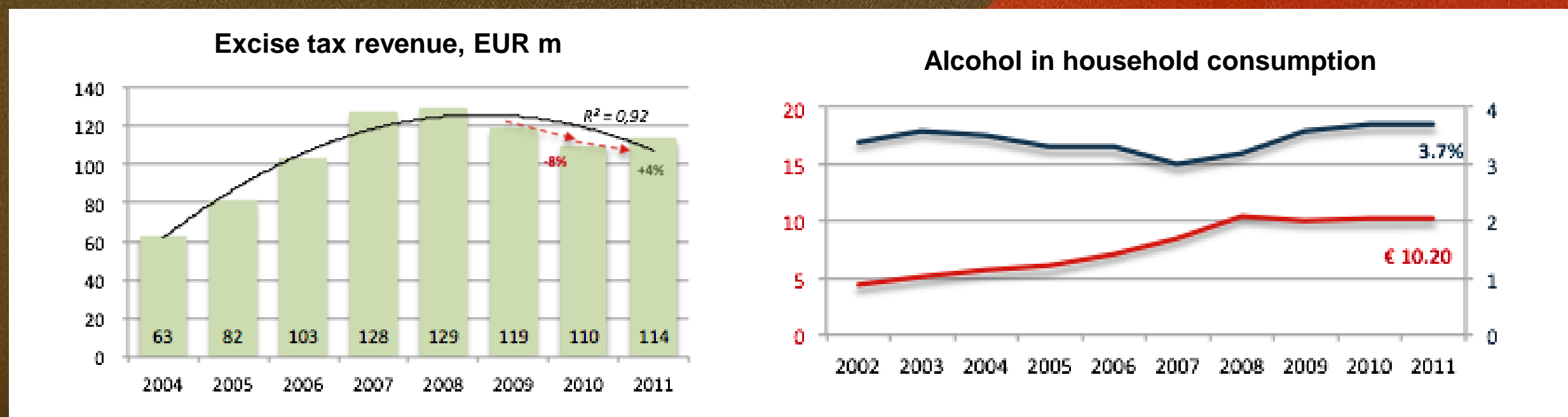


Excise tax revenue, EUR m



Looking just at excise tax rate increase and revenue decline, one might think – alcohol consumption declines...

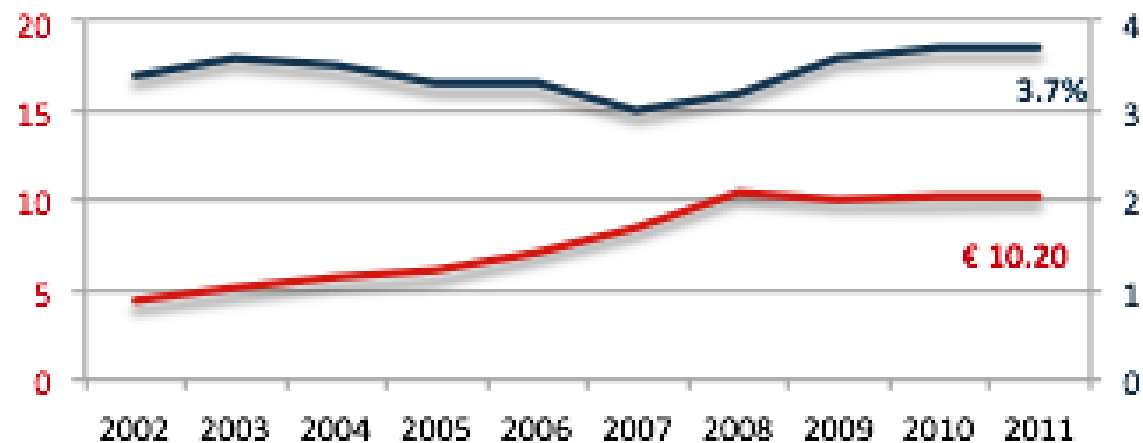
Situation in Latvia: Facts and interpretation



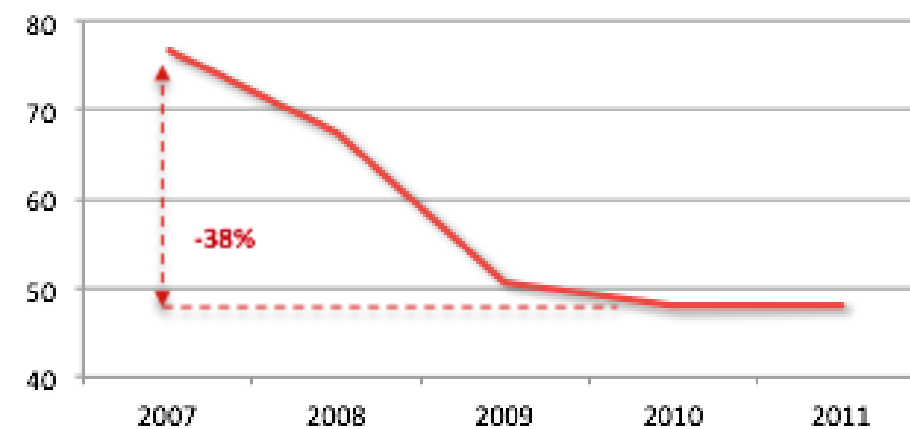
Excise tax revenue declines, however the share of alcohol in household budget remains sustainable

Situation in Latvia: Facts and interpretation

Alcohol in household consumption

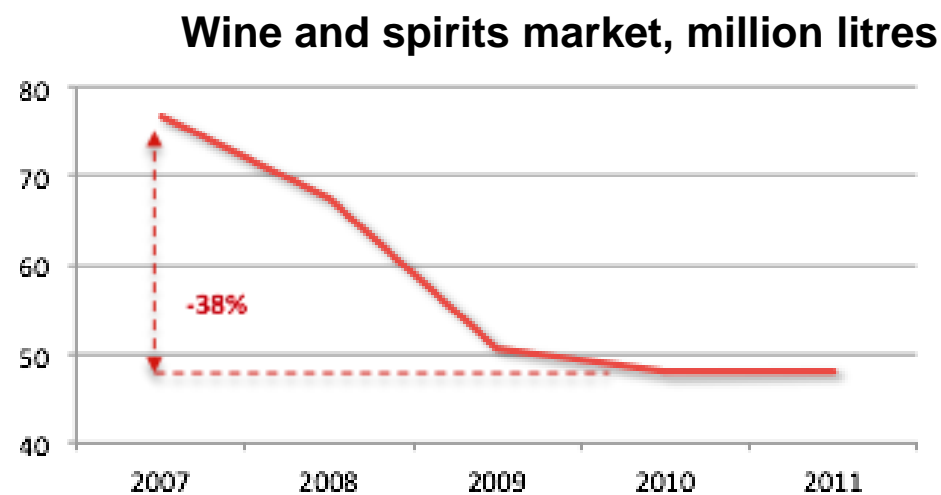


Wine and spirits market, million litres

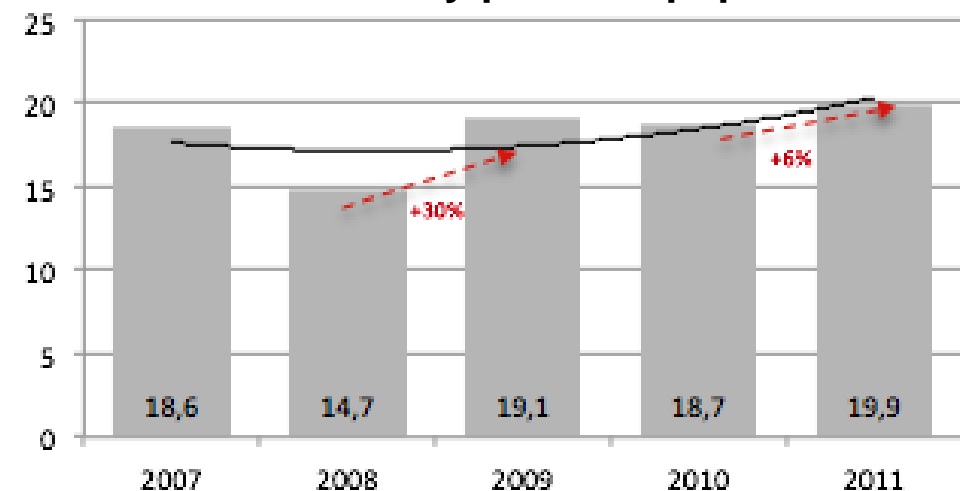


While household consumption basket shows sustainable share of alcohol, the legal wine and spirits market falls dramatically

Situation in Latvia: Facts and interpretation



Alcohol related mortality per 100k population



Legal market falls at stable total consumption trend and alcohol related mortality even grows

Alcohol consumption in
Latvia is not declining
but just moving from
legal market segment
to illicit

50%

**of population have purchased
counterfeit/illicit well-known brand
alcohol ***

36%

**have friends/relative who consume illicit
alcohol regularly ***

56%

**of illicit alcohol consumers have
consumption history of at least 10 years ***

34%

**illicit alcohol consumers plan their
purchase ahead ***

18%

**of population support distribution of
illicit alcohol ***

55%

**consumers still drink the beverage after
identifying quality issue/potential
counterfeit case ***

Summary

Illicit alcohol represents a serious danger to health of individuals in Latvia.

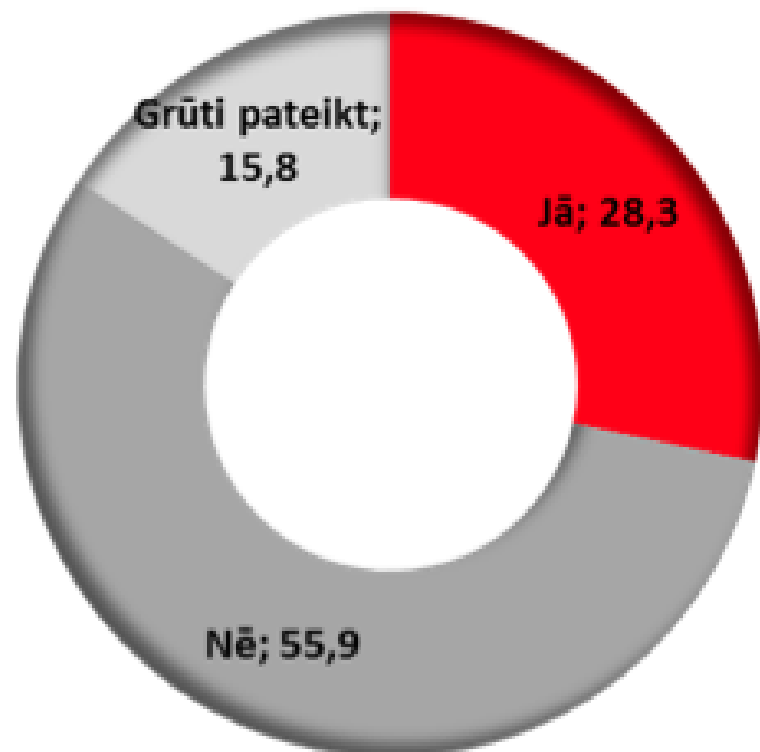
Lenience and irresponsibility of the society even increase these public health risks.

Our goal – well-educated, acknowledged and responsible citizen.



BACKSTAGE

Is the illicit alcohol issue perceived as a problem by general population?

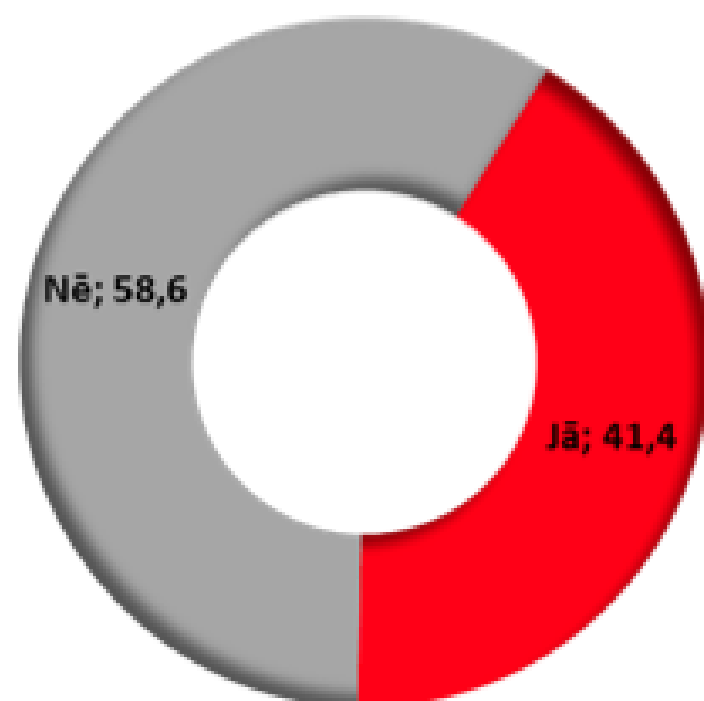


Good news:
28.3 % care about it

Bad news:
55.9 % do not care

Urban population aged 26-40 likely to care the least

Does population knows where to buy illicit alcohol?



41.4 % knows it well

51.8 % knows how to get it from their acquaintances



Target Group

People and society in general who buy illicit alcohol driven by emotional motivators. Illicit alcohol is considered «smart and value for money buy».

Objective – changing attitude

**Illicit alcohol is
a smart buy.**

**Illicit alcohol is a
threat to life.**

Leo Burnett

Reality vs. Myths

We will reveal the backstage of illicit alcohol scene to fight the myths around the illicit alcohol.

Leo Burnett

Campaign setup

Awareness

Unconventional approach to problem

Education

Educative and documented facts
Myth-busting

Vai tiešām no rūpnīcas?



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www.atbildigi.lv

**Nelegālais alkohols ir
ļoti bīstams dzīvībai.**

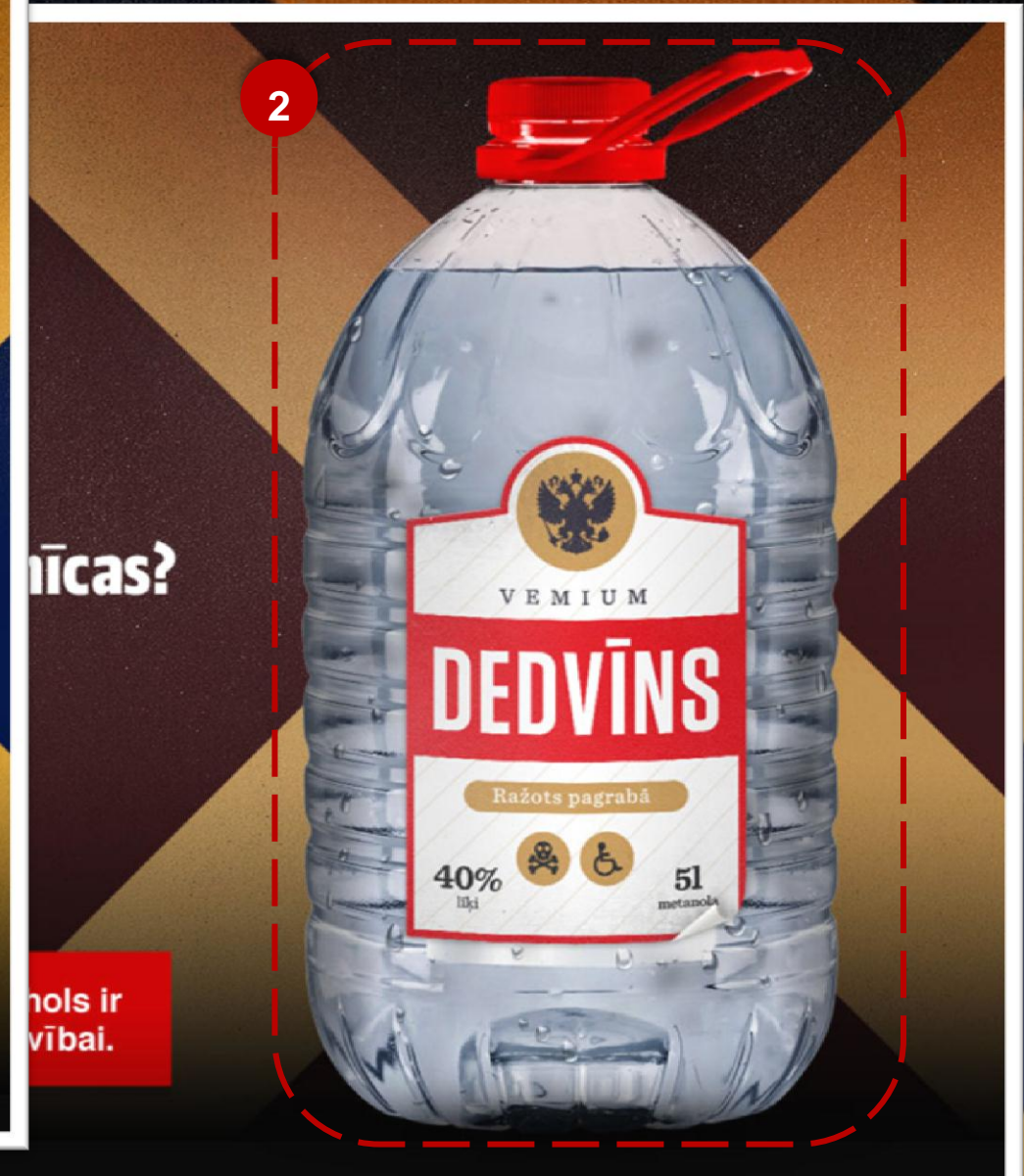
Vai tiešām no rūpnīcas?



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**Nelegālais alkohols ir
ļoti bīstams dzīvībai.**



- 1 Tagline: «Really from the production site?»
- 2 Visuals: 1) didactic games to change a single letter in generic category name to derive new threatening meaning for two 'most mythic' illicit alcos available (local vodka and Armenian/Russian brandy which are sold as kind of stolen from factory or cargo...)
 - Dedvīns = «Dead wine» – changing 'g' to 'd' in *degvīns* – Latvian for vodka
 - Коньяд = «Horse poison» - changing 'к' to 'д' in *коньяк* – Russian for brandy (cognac)
 2) changing small details, e.g. '40%ABV' into '40% dethe rate' or '5l vol.' into '5l methanol' and adding origin like 'Mixed in plastic can' etc.
 3) 5l PET cans which are not used by producers of alcohol but often serve illicit market hustlers
- 3 Bottomline: «Illicit alcohol represents threat to your life»
- 4 Info: LADRIA drinkaware site and logo: www.atbildigi.lv (responsibly.lv)

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Vai tiešām no rūpnīcas?

Nelegālais alkohols ir ļoti
bīstams dzīvībai.

UZZINI VAIRĀK



LADRIA drinkaware
website www.atbildigi.lv
Relaunched in new style
with the same visuals an
more specific info below



SĀKUMS

MĪTI

VIDEO

PATIESĪBA

Instagram icon

Tweet

Like

...

Biežāk sastopamie mīti

Iespējams, kādu no šiem jau būsi dzirdējis

Instagram icon 11

Tweet

Like



Biežāk sastopamie mīti

Iespējams, kādu no šiem jau būsi dzirdējis

Interaktīvi 11

Tweet

Like

Clicking on any bottle below reveals popular myth and argument why it is wrong, e.g.:

Myth: The stuff is supplied by lorry driver who hangs a bucket in cistern and retains it full after pumping the lorry out.

Truth: Producers do not transport ready product other way than bottled

Warning: If you purchase such product – it is likely to be illicit and might cause an irreversible harm your health!



Patiesība par nelegālo alkoholu



Patiesība par nelegālo alkoholu



Nelegālais alkohols, kas tiek uzdots par slaveniem zīmoliem, top tieši tāpat kā plastmasas puslitrņu “krutka”, ko hroniski alkoholiķi pērk “točkās”.

Dzērieni pagrīdes ražotnēs tiek jaukti no nepārbaudītas kvalitātes spirta, krāna ūdens un dažādiem aromatizatoriem, kas maskē nekvalitatīvo izejmateriālu plegaršu.

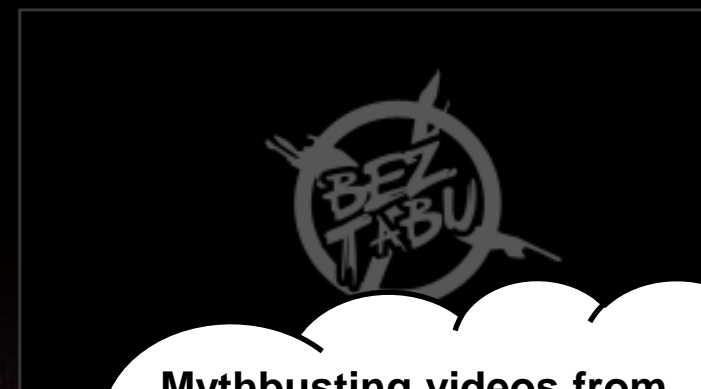
Skatieties TV3 sižetus par nelegālo alkoholu!



Sižets drīzumā



Sižets drīzumā



Mythbusting videos from our TV partners filmed and broadcasted over next few month are collected here



SĀKUMS

MĪTI

VIDEO

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Illicit alcohol
represents threat to
your life.



Our sincere thanks to our media partners



Starcom™

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