



# DRINK RESPONSIBLY MASTER CLASS CAMPAIGN SUMMARY



*November – December 2013*



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# **Drink Responsibly**

## **Master Class Summary**

*Competition course*





# Competition assumptions

**Drink Responsibly Master Class** is a students' contest run under the campaign "Alcohol is responsibility. Drink responsibly". The contest is one of the key activities undertaken to promote responsible drinking in RD 2013/2014 as this year edition is targeted to students.

The aim of the Drink Responsibly Master Class competition was to engage students in creating the database filled with good practices of responsible alcohol use. On the one hand we collected photo-documented examples of activities implemented in the real life; on the other hand we encouraged students to submit ideas for the principles of responsible fun.



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**Taget group**

**students**  
**aged 18-26**  
**active Facebook users**



# Competition course

- The contest was conducted in 4 weekly rounds from November 18th till December 15th, 2013 on Facebook.
- **The competition was composed of two tasks:**
  1. In task 1 users were asked to add a photo-documented examples of activities supporting responsible drinking implemented in real life. Each photo had to be assigned to one of 3 categories of the week.
  2. In task 2 users were was to submit their idea of responsible fun principles, useful for a party host, guest or a group of partying friends.
- The competition was supported with mini-advertising Facebook campaign, directed entirely to adults.



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# Prizes for participants

- Winning authors of photos and ideas were rewarded with **two kinds of prizes**:
  - Amazon Kindle 5 Classic E-book Readers,
  - T-shirts designed exclusively for the campaign by Nohate Syndicate.
- The grand finale:** in January we will choose 10 finalists out of the most active participants and invite them to exclusive workshops about corporate social responsibility conducted in Diageo HQ.







## Competition Jury

- The winners were chosen by a 4-person Jury. Contest finalists will meet the Jury during the Diageo final workshops.
- **The Jury of the competition were:**
  1. Paulina Krupińska – Miss Polonia 2012,
  2. Ewa Podolska – journalist from Tok FM Radio
  3. Maciej Budzich – author of a famous media blog Mediafun.pl,
  4. Krzysztof Jankes Jankowski – DJ from Eska Radio.





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# Competition Jury

**Paulina Krupińska – Miss Polonia 2012**



*I've decided to take part in an educational campaign „Alcohol is responsibility. Drink responsibly.” organized by Diageo, because I find it very useful and necessary.*

*As a Miss Polonia I should be a role model for young people, which is why I am glad that I was asked to become a juror in the Master Class competition. It is a big challenge for me and a very important task - as well as for the contestants who must demonstrate their creativity and ingenuity. What is the most important for me is the possibility to promote the idea of responsible drinking along with other jurors.*

*I care about the maximum possible reach of the campaign to encourage young people to drink responsibly.*





# Competition Jury

**Ewa Podolska – journalist from Tok FM Radio**



*When I passed the most difficult exam at my final year of studies my father took me and my friend on a cruise as a reward. After our return my grandmother asked me what we did last night. I replied: - We drank alcohol.*

*- Jędrusiu - Grandma groaned together with Mom. - How you could get your own daughter drunk?*

*My father answered:*

*- Most importantly she drank in good company.*

*I'll remember these words forever. Being in the jury of „Drink responsibly” campaign is a possibility to share the message of my Father. Good company means everything.*

*My father always knew who you can drink with. And he always knew what, how, how much, where and when to drink. And we were learning careful drinking from him!*



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# Competition Jury

**Maciej Budzich – author of a famous media blog Mediafun.pl**



*I like to have fun and I like to be in the company of joyful and crazy people - alcohol is a pleasant addition to such meetings.*

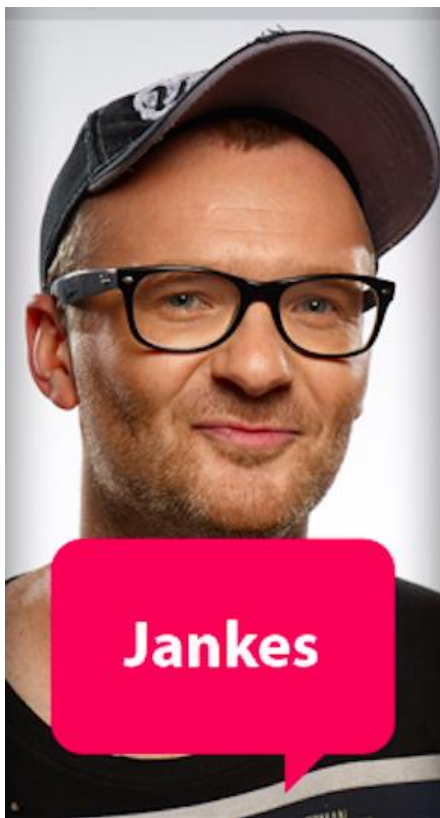
*However there is always a limit which I never cross - not driving after drinking. I always react when one of my friends gets the idea.*

*Co-responsibility for all party participants and the appropriate response – these are the main reasons for my participation in the "Drink responsibly" campaign.*



# Competition Jury

**Krzysztof Jankes Jankowski – DJ from Eska Radio**



*I believe that campaigns promoting responsible alcohol drinking and increasing awareness of the reckless drinking consequences are something worth an attention.*

*Besides my role in the contest is to cooperate with students. I, the senior-student, always willingly cooperate with those who are novice. They can surprise us with their ingenuity in sharing their fancy ideas with others.*

*I, the juror - they, the creative participants. Together we can do wonders!*

*Well, and it all happens with the beautiful company of Miss Paulina Krupińska. Oh, oh, oh ... The whole campaign is beautiful ;-)*



# Contest app

- The competition took place in the specially prepared application, settled on „Drink responsibly" Facebook fan page.
- Fan page as the website associated with alcohol is visible exclusively for Facebook users of full legal age (and so does the app). As a result the contest application was automatically invisible for underage users.
- Additionally each contestant underwent the double age verification:
  - ✓ the application verified the age given by the user in his profile on Facebook,
  - ✓ the user had to consciously confirm his adulthood.
- Thus **we used 4 different securities to close to access to the contest for underage users.**





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## Contest app

Promuj razem z nami ideę rozważnej zabawy i walcz o nagrody.

**Pokaż, jak bawić się dobrze i odpowiedzialnie!**

Konkurs trwa od 18.11.2013 do 15.12.2013.

Twoje punkty w zadaniu 1: ★ 1  
Twoje głosy w zadaniu 2: ● 0  
[Lista aktywności](#)

[start](#) | [dodaj zdjęcie](#) | [dodaj pomysł](#) | [galeria](#) | [ranking](#) | [zasady](#) | [moderacja](#) | [runda 4: 9-15 grudnia](#)

### Wygraj koszulkę!

Dodaj zdjęcie nawiązujące do jednej z kategorii tygodnia:

- ogłaszam konkurs na rozważną zasadę zabawy
- zapewniam gościom owocowe koktajle
- szykuję warzywa i owoce jako przekąski

Każde dodane zdjęcie to dodatkowe punkty!

**DODAJ ZDJĘCIE**

### Wygraj Kindle'a!

Dodaj pomysł na rozważną zabawę, z którego może skorzystać:

- gospodarz imprezy
- gość imprezy
- paczka znajomych

Zbieraj głosy na zgłoszone pomysły!

**DODAJ POMYSŁ**

Możesz zbierać punkty także za inne aktywności:  
[zaprosz znajomych](#) | [głosuj na porady](#)

Po dodaniu pomysłu poproś znajomych o głosy!  
[zaprosz znajomych](#)

Warunki udziału w konkursie dostępne w [regulaminie](#).

**Nagroda główna tylko dla uczestników obu zadań:**  
udział w warsztatach o społecznej odpowiedzialności biznesu z udziałem

[Regulamin](#) | [Polityka prywatności](#) | [PIJ Rozważnie](#) | [Diageo.com](#)

Aplikacja nie jest w żaden sposób sponsorowana, wspierana ani zarządzana przez serwis Facebook, bądź z nim związana.





## Contest app > Entries gallery

start | dodaj zdjęcie | dodaj pomysł | galeria | ranking | zasady | moderacja

runda 4: 9-15 grudnia

ZOBACZ  
SWOJE  
ZGŁOSZENIA

Każda  
zabawa, dobra  
zabawa - poleg  
na  
umiarze. Zachowaj  
umiarkowanie we  
wszystkim to.

Runda 4 ★ 31



Runda 4 ★ 34

Do drinków  
zamiast lodu  
dodaje zmrożo  
owoce. Twister, k...  
kalambury to  
niezbędnik

Imprezowy Menu

Runda 4 ★ 32



Runda 4 ★ 34



Runda 4 ★ 34

Impreza nie  
może być  
nudna. Nie mo  
polegać tylko  
jedzeniu i  
picciu. Dlatego  
nasze imprezy

Runda 4 ★ 31

Impreza to także  
opowieści z nią  
związane.  
Dlatego nie  
pozwól żeby  
urwany film  
zatrącał

Runda 4 ★ 27



Runda 4 ★ 9

Domówka nie  
musi być nudna  
jeśli  
zorganizujemy  
sobie dobrą  
rozrywkę.  
Świetnym

Runda 4 ★ 7

Zasady  
bezpiecznej  
zabawy: 1.  
wybieramy się na  
imprezę w  
grupie. Dzięki  
temu agresywni

Runda 4 ★ 32



Runda 4 ★ 5



1

2

3

4

5

6

7

8

9

10

11

...

31

32





## PR support

- In addition to press alert sent to student media we shared the information about the competition with university fan pages.
- The result was six entries on the following university profiles:
  - ✓ Warsaw School of Economics Students' Union
  - ✓ Polish-Japanese Institute of Information Technology
  - ✓ Vistula University Student Government
  - ✓ Students Business Association of Warsaw School of Economics
  - ✓ Students and alumni of Warsaw University
  - ✓ Student Government ID UW





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# Jury promotional support

- The jurors involved in the campaign took part in the active promotion of competition, encouraging their Facebook fans to participate.

## Facebook entries of Paulina Krupińska, Miss Polonia 2012:

**Miss Polonia 2012**  
20 listopada w Warszawie

Zapraszamy do udziału w konkursie „Pij rozważnie Master Class”!  
[https://www.facebook.com/pijrozważnie?sk=app\\_178131725724118&app\\_data](https://www.facebook.com/pijrozważnie?sk=app_178131725724118&app_data)

**Pij rozważnie**  
„Alkohol to odpowiedzialność. Pij rozważnie” to kampania społeczna prowadzona od 4 lat przez producenta alkoholi – firmę Diageo. Podstawowym celem kampanii jest edukacja oraz promowanie odpowiedzialnego picia alkoholu. Organizatorzy kampanii starają się zainteresować...

**Paulina Krupińska** Zapraszam Was do udziału w konkursie „Pij rozważnie Master Class”, w którym jestem jurorką! W przyszłym tygodniu wybiorę 3 autorów porad dot. rozważnego picia, do których trafią czytniki Kindle. A w styczniu 10 wybranych osób spotka się ze mną (i nie tylko!) na warsztatach w siedzibie Diageo! 😊

Zapraszam, jest o co powalczyć! [https://www.facebook.com/pijrozważnie/app\\_178131725724118](https://www.facebook.com/pijrozważnie/app_178131725724118)

**KONKURS**  
**Pij rozważnie | WEJDŹ DO GRY!**  
„Alkohol to odpowiedzialność. Pij rozważnie” to kampania społeczna prowadzona od... Zobacz więcej  
Społeczność: Osób, które to lubią: 1.090

19 listopada o 18:44 · Lubię to! · 2

**Miss Polonia**  
20 listopada w pobliżu: Warsaw

Nasza Miss Polonia Paulina Krupińska jest jurorką akcji społecznej i zaprasza Was do udziału w konkursie:

Zapraszam Was do udziału w konkursie „Pij rozważnie Master Class”, w którym jestem jurorką! W przyszłym tygodniu wybiorę 3 autorów p... Zobacz więcej

**KONKURS**  
**Pij rozważnie | WEJDŹ DO GRY!**  
„Alkohol to odpowiedzialność. Pij rozważnie” to kampania społeczna prowadzona od 4 lat przez producenta alkoholi – firmę Diageo. Podstawowym celem kampanii jest edukacja oraz promowanie odpowiedzialnego picia alkoholu. Organizatorzy kampanii starają się zainteresować tą ideą szerokie grono ekspertów...  
Społeczność: Osób, które to lubią: 1.088

Lubię to! · Dodaj komentarz · Udostępnij

Natalia Win i 8 innych osób lubią to.

**Bartek Kowalski** wygrał bym w tym  
21 listopada o 02:05 · Lubię to! · 1

Napisz komentarz...

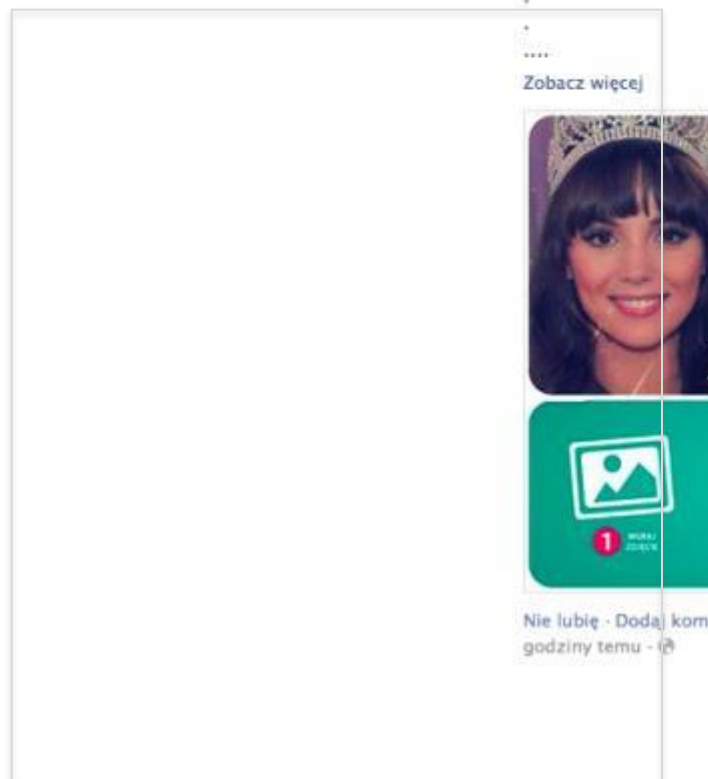




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# Jury promotional support

Facebook entries of Maciej Budzich, blogger from Mediafun.pl  
(15 760 fans):





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# Jury promotional support

**Entries of Krzysztof Jankes Jankowski, DJ from Eska Radio  
(144 600 fans, 25 comments, 927 likes)**







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# Campaign fan page on Facebook

- Organization of the Master Class competition was preceded by the creation of „Drink responsibly" fan page on Facebook.
- During the campaign we published minimum 2 entries a day promoting the Master Class contest and the principles of responsible alcohol drinking.
- Every entry was complemented with a graphical material created specially for the purposes of the Master Class competition.



<https://www.facebook.com/PijRozwaznie>



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# Diageo brands' support

- Entries with the incentive to participation in the Master Class contest were published on Diageo brands' fan pages. Bushmills Irish Whiskey, Johnnie Walker, Smirnoff and Captain Morgan supported the contest promotion.



Bushmills  
Irish Whiskey



Johnnie Walker



Captain Morgan



Smirnoff



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# Advertising campaign on Facebook

- During the competition we displayed Facebook App Ad advertisements containing key messages of the campaign and the incentive to the participation in the contest.
- An advertising campaigns were directed to Facebook users aged 18-26.

## Konkurs Pij Rozważnie!




Zgłoś pomysł na zasady dobrej zabawy i wygrywaj! Co tydzień 13 nagród do zdobycia!

 Użyj teraz • 5.800 osób korzystało z aplikacji Pij Rozważnie Master Class.

## Piwo czy whisky?



Nieważne, co wybierasz – zawsze pij rozważnie. Weź udział w konkursie i wygrywaj nagrody!

 Użyj teraz • 2.800 osób korzystało z aplikacji Pij Rozważnie Master Class.

## Pij Rozważnie MasterClass



Dołącz do konkursu Pij Rozważnie Master Class. Pokaż, jak bawić się odpowiedzialnie.

 Użyj teraz • 5.800 osób korzystało z aplikacji Pij Rozważnie Master Class.

- Individual ads were targeted to users defined as students. We've also used a possibility of behavioural targeting and displayed group of ads to users who had earlier interacted with alcohol brands on Facebook.



- As we care for the consistency of communication we had launched a new version of the campaign website [www.PijRozwaznie.pl](http://www.PijRozwaznie.pl) before the start of the competition.
- The website contains information concerning assumptions of the campaign, promoted principles of the responsible alcohol consumption, description of current activities led as part of the campaign and a summary of the Master Class competition.







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# Drink Responsibly Master Class Summary

## *INTERACTIONS*

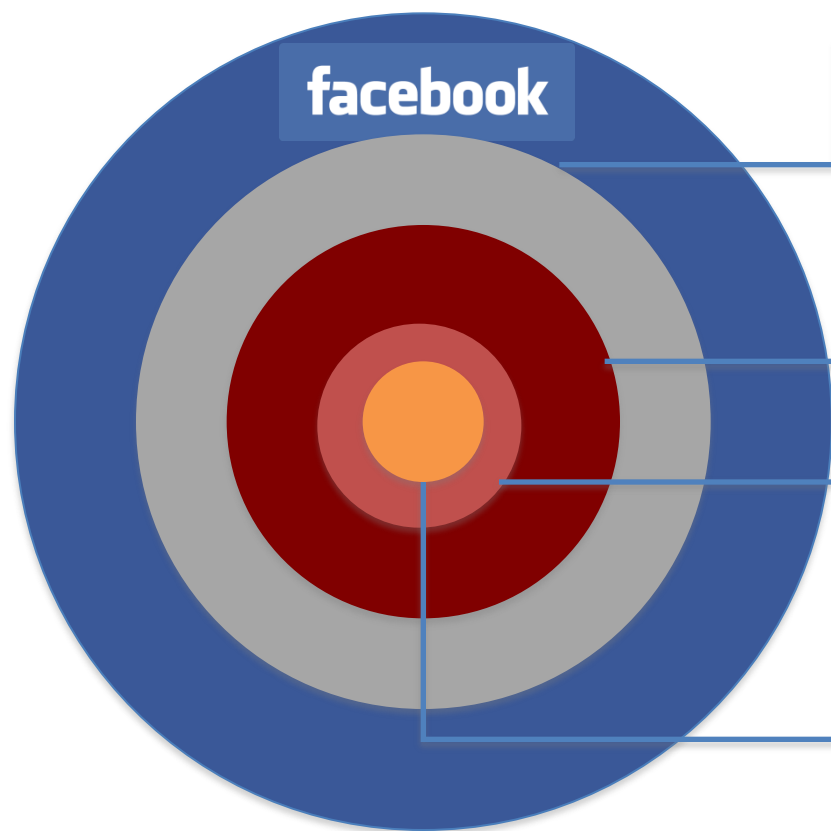






# Competition effects

Presented effects of the campaign describe 4 levels of interaction with recipients:



## **LEVEL #1: ADVERTISING CAMPAIGN**

effects of the advertising campaign targeted to Facebook users aged 18-26

## **LEVEL #2: CAMPAIGN FAN PAGE**

effects of activities on Facebook fan page (liking the fan page was a condition to entry the contest)

## **LEVEL #3: CONTEST APPLICATION**

effects of the contest app settled on the Facebook fan page

## **LEVEL #4: CONTEST PARTICIPATION**

effects of the contestants' activity and the number of competition entries



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# #1. Advertising campaign statistics

Nagradzamy pomysły



Chcesz wziąć udział w warsztatach w siedzibie Diageo? Zawalcz o miejsce. Sprawdź.

Użyj teraz • 5.800 osób skorzystało z aplikacji Pij Rozważnie M Class.



**72 mln**

ad impressions  
ads promoting the competition  
were shown on Facebook so  
many times

**27 900**

clicks into ads  
users clicked on displayed ads  
so many times

**0,04%**

Click through rate  
such a percentage of users reacted  
on ads and clicked on it (CTR\*)

\*The CTR (click-through rate) metrics acquired during the campaign corresponds to the average CTR value on global Facebook campaigns. According to data disclosed by Facebook, average CTR reaches 0.04-0.05 %.



## #2. Interactions on campaign fan page

**5 400**

Facebook fans after 4 weeks of  
Drink Responsibly campaign

**182 877**

views (readings) of entries  
published on the fan page



**18 515**

the number of users who  
clicked on posts published  
on the fan page

**401**

interactions with fan page  
entries (like, comments  
and shares)



## #2. Interactions on Diageo brands' fan pages



- 6 entries published on Diageo brands fan pages got altogether:

**181 700**

people who saw entries

**4380**

views of photos attached to fan page entries

**511**

entries likes

**18**

entries comments

**43**

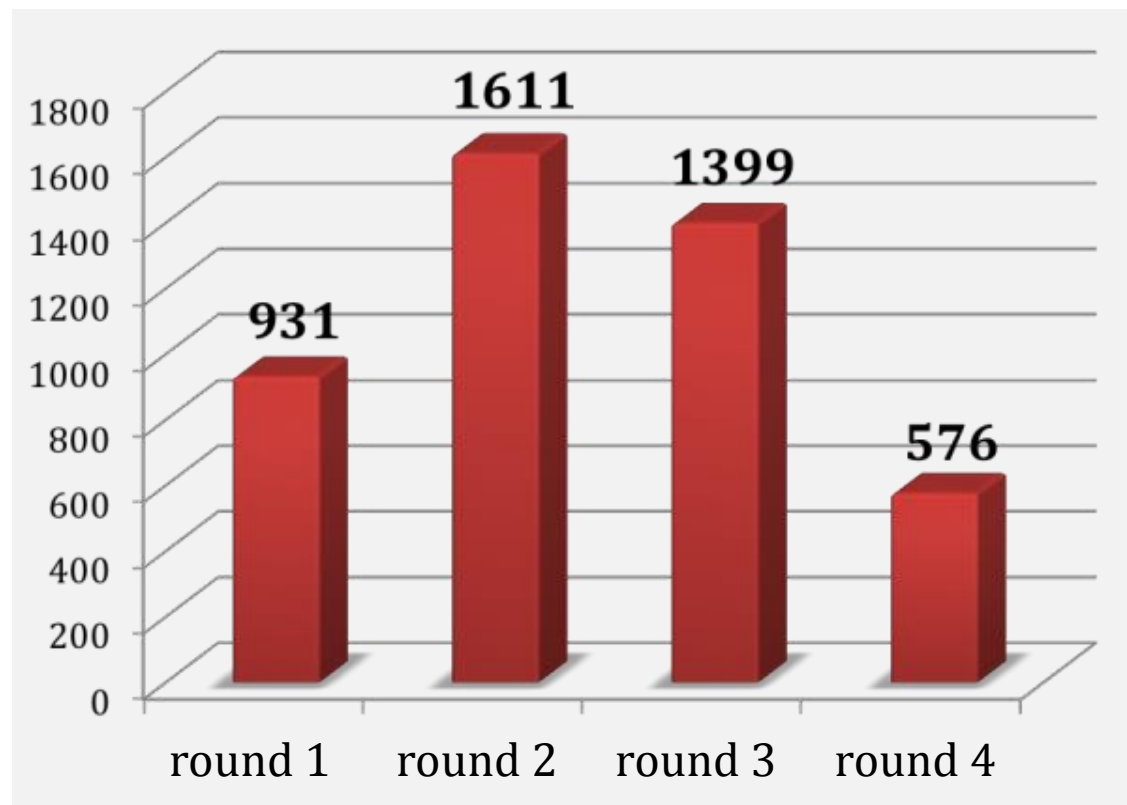
entries shares on private  
users' profiles



## #3. Number of app users

**4517**

**Facebook users  
who had installed a  
contest application**



\*The use of any Facebook application requires the prior installation.





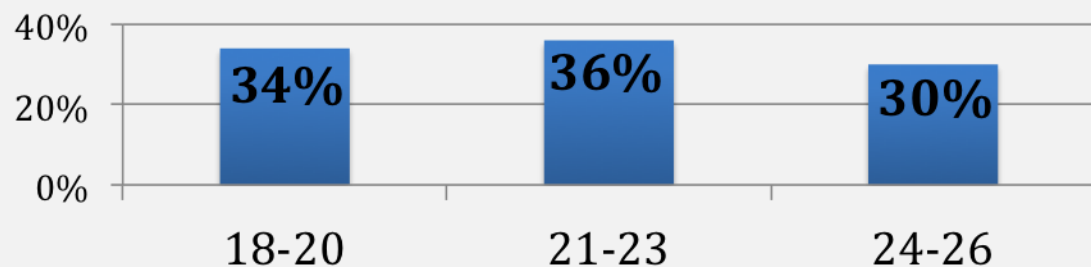
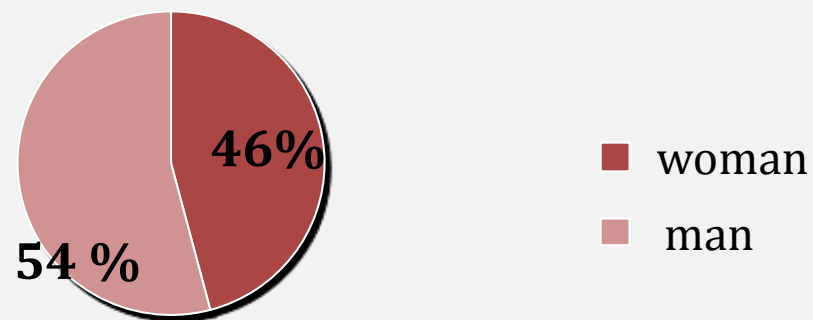
## #3. App users' sex and age

### men

were slightly more numerous than women

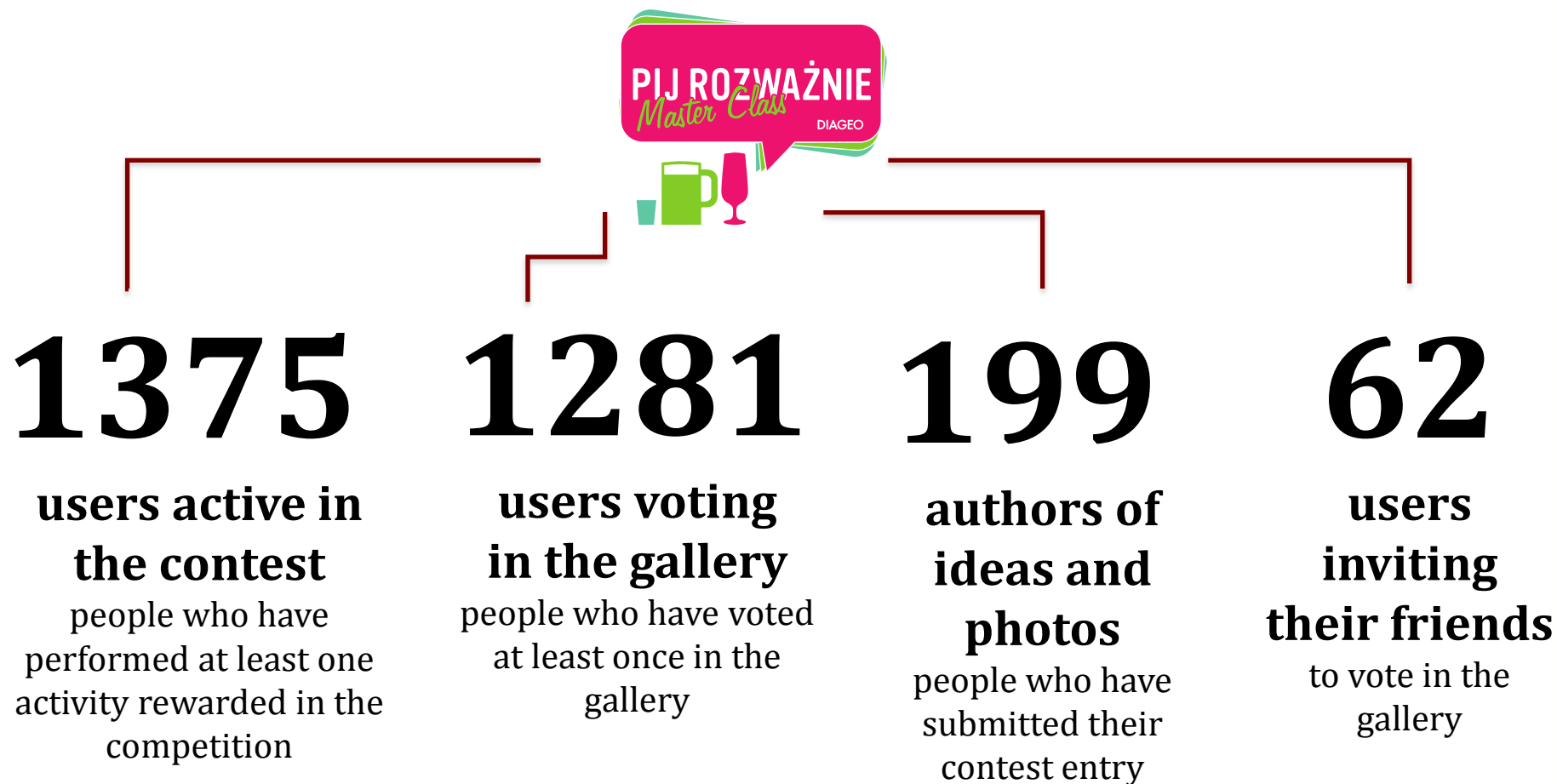
### age

the activity of all age groups was similar





## #4. Number of contest participants





## #4. Contest interactions

**01:28**

**the average length of  
application use**

application user spent 1.5 minutes  
(average) during each visit

**55 664**

**views of application  
pages**

users viewed all application subpages  
more than 55 000 times

start | dodaj zdjęcie | dodaj pomysł | galeria | ranking | zasady | moderacja      runda 1: 18-24 listopada

**Wygraj koszulkę!**

Dodaj zdjęcie nawiązujące do jednej z kategorii tygodnia:

1. ogłaszam konkurs na rozważną zasadę zabawy
2. zapewniam gościom owocowe koktajle
3. szykuję warzywa i owoce jako przekąski

Każde dodane zdjęcie to dodatkowe punkty!

**DODAJ ZDJĘCIE**

**Wygraj Kindle'a!**

Dodaj pomysł na rozważną zabawę, z którego może skorzystać:

1. gospodarz imprezy
2. gość imprezy
3. paczka znajomych

Zbieraj głosy na zgłoszone pomysły!

**DODAJ POMYSŁ**



## #4. Contest interactions

**9 248**

**number of votes casted in  
the gallery**

app users voted on ideas and photographs  
gathered in the gallery so many times

**3 563**

**people invited to the app  
by their friends**

the number of people who got an  
invitation to vote in the gallery







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# **Drink Responsibly**

## **Master Class Summary**

*COMPETITION ENTRIES*

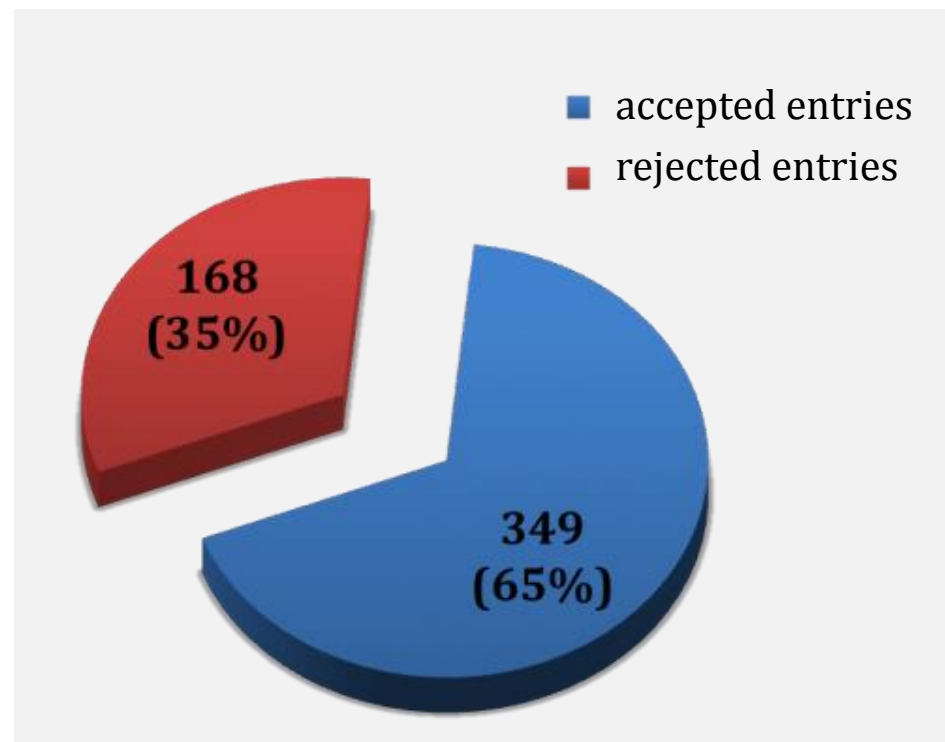
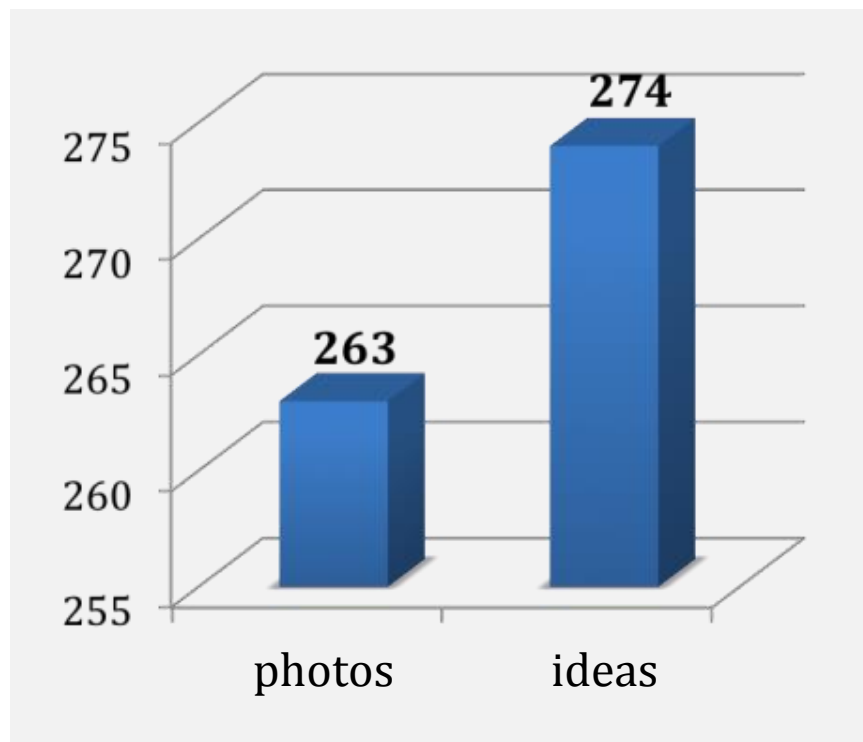




## Number of competition entries

**537** competition entries

verified by the moderator

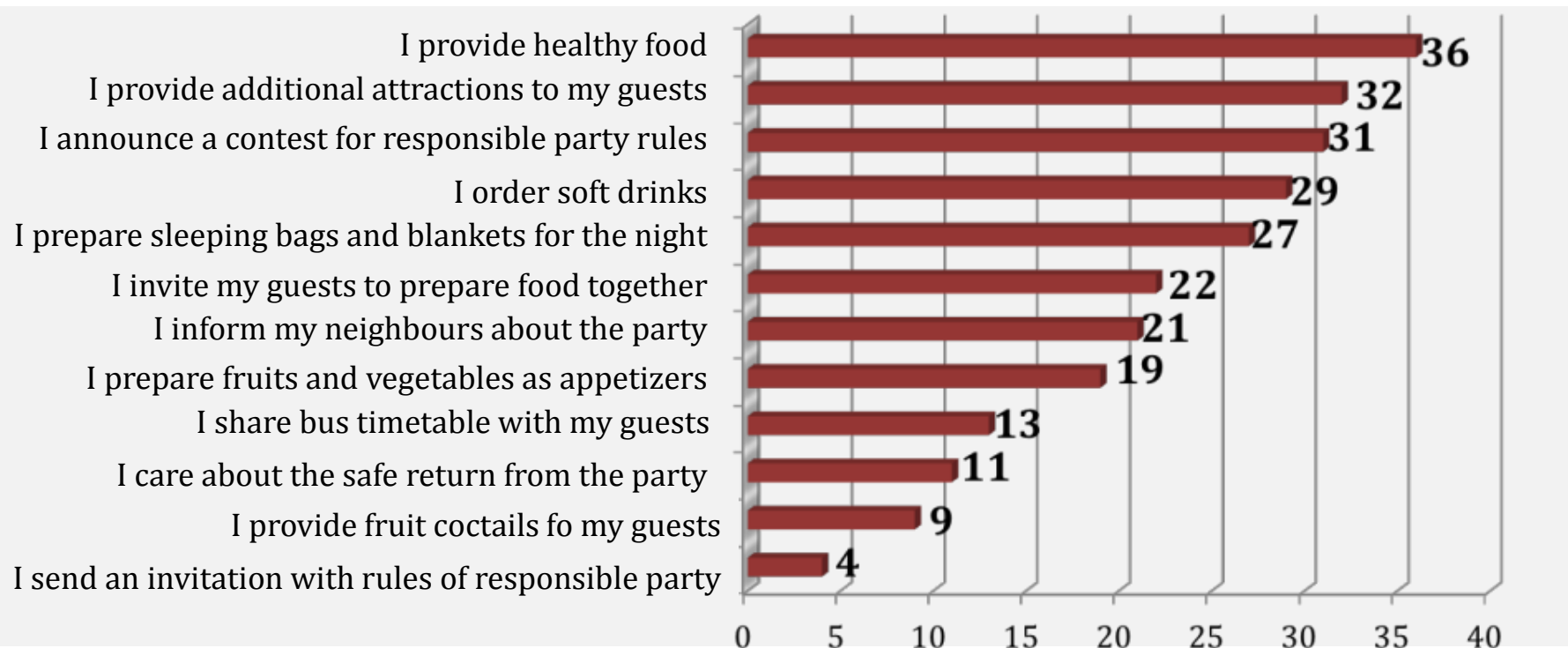




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# 263 submitted contest photos

## Submitted contest photos added to 12 different thematic categories





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## Winning contest photos



„Reviewing the bus timetable is a condition of getting into glass :)”



„Card on the door always works – tested! :)”



"Separate shelf for 0% beverages at every event!"



„Sober, joyful driver!”



„We have a great party without any boosters!”



„Additional attractions for a party with friends!”



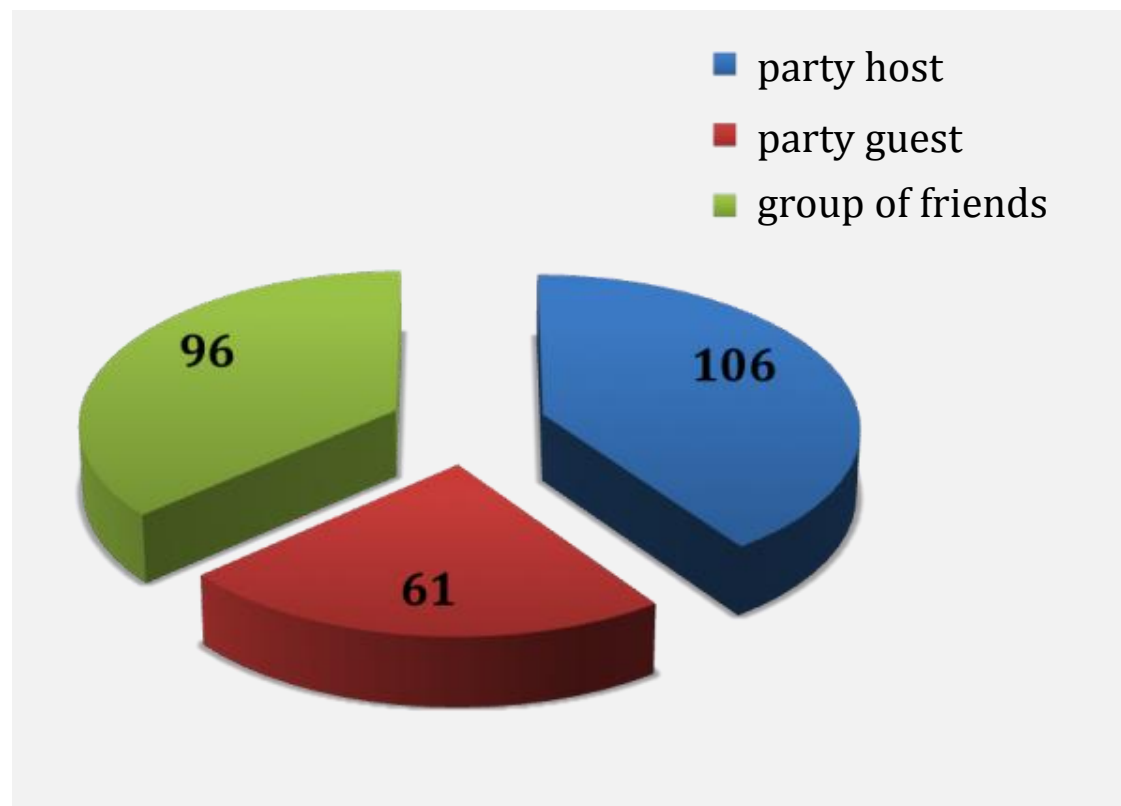


# Submitted contest ideas

**274**

**ideas**

in 3 categories





# Winning contest ideas

## ROUND I

It is worth to organize a silent party where each guest gets an individual earphones. It will be a brand new way to party for the majority of guests and they won't have time to think about drinking too much. Good music will attract everyone to dance and neighbors will not complain about the noise.

When I drink I care about the pace and eating – I always remember not to party on an empty stomach. I party with moderation - alcohol is only a small addition, not the essence of all the fun!

As a party host I care about a safe return for my guests. Everyone who wants to drive a car in the morning has to do an alcotest.

## ROUND II

At house parties with alcohol we always use disposable cups, plates and cutlery. To open the wine we use proven, safe opener. We define earlier how much alcohol we want to buy. This makes the party ECO!

As a party host I don't drink and I take responsibility for ensuring that all my guests arrived safe home. And although I do not drink, I have a great fun!

I'm a good host, I care about the guests every time. I prepare appetizers and give up alcohol. Every place my guest goes, it is always safe and fun. Beds and mattresses are always prepared, so I invite my friends to a safe event.



# Winning contest ideas

## ROUND III

Have fun, but think of the things that can happen tomorrow! Ask yourself whether it is worth to take another drink. Go to the dance floor and jump around with friends. Movement is health. Get rid of a few pounds, which harm your health.

Let's make a pillow battle! Each of us have probably dreamed about it. Good fun is the most important - do not have time to drink alcohol in large quantities while playing!

My tested idea for a responsible fun is a Karaoke party. I believe that this type of event is not only intended for "nightingale". On the contrary, it is all about is being able to laugh with our hoarse voice or fake sounds.

## ROUND IV

Party can't be boring. You can not just rely on eating and drinking. That is why our parties are filled with dance, karaoke, charades, and card games. Having fun is the most important - and alcohol is only an addition.

Party is also a story associated with it. So do not let the excess of alcohol to destroy these wonderful memories. Drink responsibly, not intrusively.

As a party host I have quite a task for me! I always guarantee a warm dish, take care about our guests better than myself. When someone is overwhelmed by sleepiness it's no problem! Sleeping bag will do :-)



# Students' party behaviors

- We took a note of recurrent threads among the ideas submitted by the contest participants, which were not raised earlier in the Drink Responsibly campaign. They might constitute a basis for further PR and social media activities).

% of entries	subject
26%	<b>games and competitions</b> (puns, board games, karaoke) entertainment on the party as the way of pulling participants away from alcohol
11%	<b>friends</b> a group of close friends does not need alcohol to great fun
10%	<b>total sobriety</b> organization of the completely alcohol-free party
9%	<b>thematic party</b> thematic meetings with friends as a way to pull them away from alcohol
7%	<b>sport</b> meetings in the open air combined with physical activity (bike, team games etc.)
7%	<b>preparing food together</b> engaging friends in cooking instead of sitting with a drink
6%	<b>non-alcohol drinks</b> delicious, colorful blend of juices mentioned more often than water





# Students' party behaviors

Based on the ideas and photos submitted by the contest we draw the following conclusions regarding students' party behaviors:

A group of close friends plays a key role in making decisions about alcohol consumption. It may either discourage or force to drink - therefore education on assertiveness is essential.

Party does not mean spending time at a table laden with food and glasses any more. Party is often accompanied with activities: dancing, darts, board games.

Homemade parties are still the most popular way of partying while studies. Club parties are usually a continuation of the events that started in the home or dorm.

Alcohol appears next to the topic of food in many statements. In most cases the mentioned type of food are snack sticks or greasy meals, which indicates the need for further education in this area.



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# **Drink Responsibly Master Class Summary**

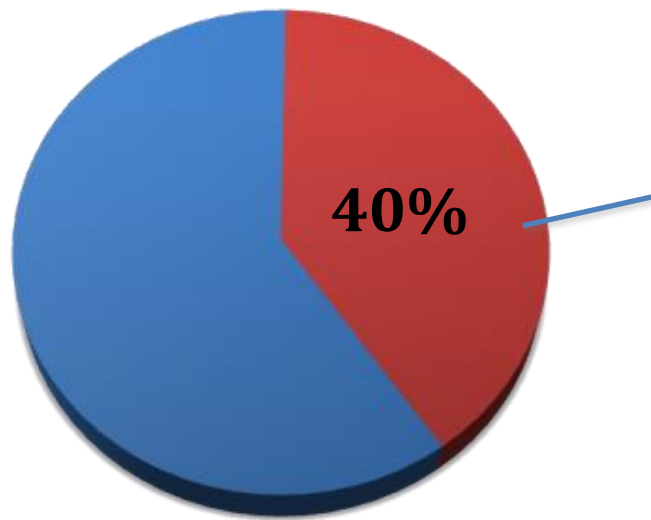
*TOTAL CAMPAIGN REACH*





# Total campaign reach among students

From among **1,67 mln** students\* of polish universities...



...as far as **668 000** students\*\* saw key messages of Drink Responsibly Master Class campaign!

\*Data from the „Higher education in Poland 2013” report of the Ministry of Science and the Higher Education.

\*\* We define a student as a person aged 18-26 years, being a fan of any university or polytechnic Facebook fan page or having entered the name of the college in their profile.



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**Thank you for your attention!**



All presented data come from Google Analytics and Facebook Insights.