

//Case Study

Advocating Responsible Consumption during a summer to remember

In 2016 the media highlighted a number of instances of New Zealand tertiary students drinking in an irresponsible way. DB Breweries identified an opportunity to educate tertiary students about consuming alcohol in a responsible manner highlighting that drinking in moderation creates positive and memorable experiences.

With the academic year coinciding with Christmas, New Year and extended summer holidays, the December and January period sees an increase in festivities and social occasions, which inevitably leads to an increase in alcohol consumption.

By partnering with New Zealand's prominent Student-based organisation, StudentCard, DB aimed to reach tertiary students (18-24) to promote responsible consumption through a campaign called A SUMMER TO REMEMBER.

The 100% digital campaign reflected the media consumption of the target audience. The campaign was leveraged through StudentCard's digital distribution network combined with a social media influencer campaign.

The mechanics of the campaign drove tertiary students to an online and mobile responsive test that highlighted tips to moderate alcohol consumption throughout any social occasion. Completion of the test put students in the draw to win A SUMMER TO REMEMBER prize pack. The test was restricted to entrants aged 18+.

The consistent online messaging coupled with the mobile responsive test highlighted

Media Headlines relevant to the issue:

“Drink Driving PhD Student leaves a trail of destruction in Dunedin.”

“Victoria University student suffers fractured skull following drunken fall.”

“Drunk Dunedin students accused of harassment.”



Watch the video below to find out more



three easy to remember key points to ensure our tertiary students practised responsible consumption, in turn ensuring they did indeed have a summer to remember.

The three points to have A SUMMER TO REMEMBER are:

- Keep hydrated, before, during and after your drinks
- Eat to last: plan when you are going to eat throughout the night
- Ensure you have plans to get home safely

The campaign resulted in a reach of over 270,000 tertiary students as well as a level of engagement of over 30%, considerably higher than industry standards.

Our social influencers gained further reach by communicating with their friends and followers in their own tone, to ensure both a high level of engagement and that the key messages were understood.

Feedback from our social influencers has been positive with clear indications that the message got through.

“I thought it was a successful way to promote safer drinking. Using diverse platforms in informal ways made it feel less like a campaign and more like an important message worth sharing with friends.”

Olivia, age 21

“As someone who is personally involved with the drinking culture, I have begun to adopt these principles simply from this campaign and a lot of friends and family say they’ve noticed a massive difference and are proud that I have changed how I drink.”

Emily, age 22

“Everyone I talked to thought they were really important messages to promote, and I think especially got behind them as they were relatable, simple and not about anti-drinking just about having a good time and staying safe.”

Alex, age 22