

# THE ANTI-ALCOHOL ABUSE CAMPAIGN ORGANIZED BY THE NATIONAL INSTITUTE FOR HEALTH DEVELOPMENT

PR/Marketing Communication

Up to 3,000 euros

## SUBMITTER/EXECUTOR:

Carina Kukk, PR project manager - Zavod BBDO, Event Masters

## CONTRACTOR:

National Institute for Health Development

## AIM OF THE PROJECT:

To help shape a new normality in the society, in which social interaction is not normatively associated with consuming alcohol (in large quantities).

## BUDGET OF THE PROJECT:

The public relations budget along with organizing the informative event came to 2,580 euros.

## A SHORT OVERVIEW OF THE CHOSEN STRATEGY:

Less alcohol=More life was an integrated marketing communications campaign. PR-activities were supported by TV advertising, radio advertising and outdoor advertising.

The aim of the PR-activities was to establish **innovative media coverage** in both traditional and social media. The innovative approach was to use **ordinary people rather than experts as spokespersons**, enabling the target group to better relate to the subject. In addition to media coverage, the aim was to **organize an informative event** during which the target group could be approached the best.

## A SHORT OVERVIEW OF THE EXECUTION:

The PR-campaign subject offers were carefully planned according to each specific channel.

- **The subject was covered nation-wide.** During the campaign period, the topic was widely covered in different media channels. A few examples: Ringvaade, Raadio 2, Sky Plus, Äripäev, Õhtuleht, Postimees, Delfi, local newspapers and social media.
- As part of the campaign, **a representative of National Institute for Health Development** also participated in the **Alcohol Unplugged event** in Tartu with Heidi Purga and Rasmus Rask.
- **The decision to use ordinary people as spokespersons of the campaign became the backbone of the strategy**, in order to help the target group relate to the subject. We organized a number of story competitions in which people could talk about the negative side effects of alcohol abuse and the positive effects of decreasing alcohol consumption (Delfi, Naistekas, Sky Plus). In different media channels, we demonstrated a number of hobbies in which people could engage instead of consuming alcohol (Ringvaade, Raadio 2).
- **In addition to initiating the media coverage, we also organized an informative event for the campaign.** The event took place one Friday evening (21-23:30) at Freedom Square. The event revolved around a rodeo bull, that could also be seen in the campaign's commercial clip. We approached the target group right on the streets and put them to test. The more sober they were, the longer they were able to stay on the bull, meaning that **we communicated the campaign message very accurately – Less alcohol=More life**. The informative event was very successful. During the 2.5 hours, there was never a moment where nobody wanted to challenge themselves on the rodeo bull. During the night, there were 300-400 spectators. Non-alcoholic beverages and water were handed out in the vicinity of the event.

### AN OVERVIEW OF THE CAMPAIGN RESULTS:

Based on media monitoring, we can say that the campaign was covered according to our goals in printed media, online media, television, social media and radio.

**As a result of the integrated campaign, 68% of the target group started to think about decreasing their alcohol consumption and 10% actually changed their behaviour.**

### AN EVALUATION OF THE COST-EFFECTIVENESS OF THE PROJECT:

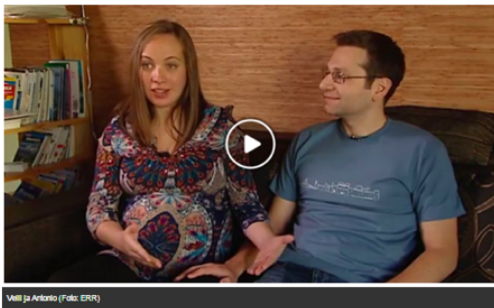
As the budget included both PR-activities and the informative event, and since 78% of the target group changed their alcohol-related thinking or behaviour, the campaign can be considered very cost-effective.

### AN EVALUATION OF THE CREATIVITY AND ORIGINALITY OF THE PROJECT:

As alcohol problems have been covered in the media quite extensively, attracting the target group and creating a follow-up campaign that would cross the media threshold was a challenge.

The PR-campaign very accurately demonstrated the message of the campaign - Less alcohol=More life. Through our activities and the media, we communicated the experience of life without alcohol as truthfully as possible. On top of that, we gave the people a chance to see it for themselves during the informative event – the rodeo contest clearly showed that the less you drink, the more successful you are. Less alcohol=More life!

#### Kained poolised leidsid armastuse (1)



27.11.2015 19:32  
Rubriik: Elu  
Eestis on olemas kaineite pidude sari ning just ühel sellisel pool kohtusid kaks inimest, kellest hiljem sai ka paar.  
ETV saade "Ringvaade" uuris, kuidas see kõik juhtus ja mis edasi sai.

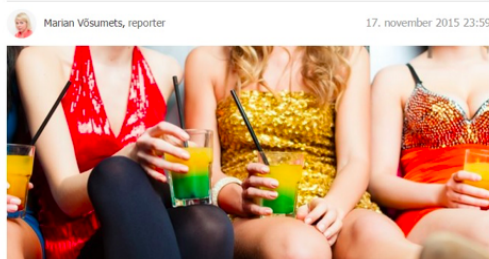
#### Vaata, kes kuuluvad Eestis alkoholi liigtarvitajate riskirühma (19)



Alkoholi tarvitamine Foto: Scarpix

TERVIS

#### Salakaval alkohol röövib une (7)



Marian Võsumets, reporter 17. november 2015 23:59

Anne & Stiil  
30. oktoober kell 10:08 · 48

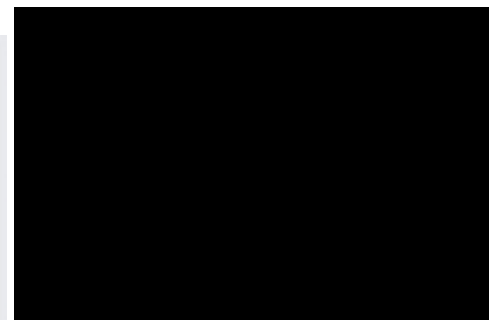
Suvi on Eestis pidude aeg. Ja tegelikult talv ka. Ja kevad. Ja sügiski. Igal nädalal on kellegi pulmad või sünnipäev, avatakse mõni festival, suletakse legendaarne baar või toimub sõbra ärasaatmine laia maailma.  
<http://annestil.ohtu.ee/.../pidu-minus-eneses-pidevalt-k...>

Pidu minus eneses - Pidevalt käib meeletu tähistamine ja jooki voolab ojadena

Suvi on Eestis pidude aeg. Ja tegelikult talv ka. Ja kevad. Ja sügiski. Igal nädalal on kellegi pulmad või sünnipäev, avatakse mõni festival, suletakse legendaarne...



#### Noore naise karm õppetund: "laenasin" isa rahakotist, et pidudel joomas käia, kuni ühe valusa hommikuni.. (60)



31.10.2015 ANNE & STIL

EKSPERIMENT | Minu glamuurne alkovaba elu (7)

#### Kas alkoholist loobumine on raske seltskondliku surve tõttu? (3)

