

## CAANZ Beacon Awards 2016

### Case Study

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|------------------------------------|--------------------------------|
| <b>Agency Name:</b>                | <b>FCB Media</b>               |
| <b>Advertiser Name:</b>            | <b>Health Promotion Agency</b> |
| <b>Gold Beacon Award Category:</b> | <b>Sustained Success</b>       |

#### *From Minds to Moments*

*With most drinking occurring in atmospheres of fun and togetherness, the Health Promotion Agency needed to make it more socially acceptable for people to moderate their drinking. By reframing the idea of alcohol moderation, FCB Media created a three-year campaign that made it easier to say 'Yeah, nah' to a drink and won Gold in the Sustained Success category in the Beacon Awards.*

#### Background

For three years the Health Promotion Agency had consistently told people that 'Yeah' (they could have a good time) but 'Nah' (they didn't need another drink).

But in 2012, while one in three binge drinkers acknowledged the negative consequences of their drinking and decided they wanted to ease up, they still weren't following through in the moment.

Research highlighted fundamental drivers of most drinking moments were excitement, fun and togetherness. Peer pressure was huge; no one wanted to be singled out as the buzzkill to say 'No' and be hassled by their mates. To moderate meant asking people to stick to a rational decision in a highly irrational moment.

#### Campaign Objective

The Health Promotion Agency tasked FCB Media with turning drinkers' intentions to moderate into action. The aim was to make moderation more socially acceptable in the moment, so people could be comfortable refusing a drink, and could accept friends or family saying 'no' to a drink.

## Campaign Overview

Appealing to drinkers to make a rational decision to moderate required a new approach. FCB Media drew insights from new research in behaviour change that suggested if you can't change someone's mind (i.e. get them to follow through on their decision), change the moment.

Instead of pushing against the moment with negative consequences, FCB Media turned it on its head by reframing alcohol moderation, making it more desirable, more effortless and more in keeping with drinking moments.

Rather than following usual media imperatives of doing fewer things better to stand out, this new media strategy dictated that FCB Media would need to think about how to fit in instead.

## Media Strategy

The strategy needed to go beyond simply shifting more media spend into point of purchase. With a reputation for negativity, the campaign for moderation had to earn the right to be in the drinking moment. To be considered alongside alcohol brands in the same context, FCB Media's approach had to behave more like them, using their same shortcuts to fit in.

FCB Media identified three shortcuts beer brands use to gain social acceptance and used them as their overarching principles for the next three years. They were to be: cool by association (e.g through music festivals, fun events with mates etc); popularity via socialization (using influencers or punters to use your brand language); and acceptance in the moment through subtlety (being available without making punters feel forced into a purchase).

They brought these to life by mirroring the 'cool' beer brands' media splits, following their strategies in TV and outdoor despite the increased costs for Fri/Sat late nights and targeted poster placements in high demand drinking precincts. They followed them to stadium events on screens and had Yeah Nah crews sampling Not Beersies (water) at key music festivals. The campaign also put the first non-alcohol brand on liquor store TV and followed the beer brands into targeted online environments.

FCB Media removed the government voice to better enable socialization, engaging renowned teetotaller Guy Williams as an influencer, while social outreach encouraged punters to use the campaign language 'Yeah nah' and 'No more beersies for you'. By 2015 the allocation to earned media had tripled, allowing more creative licence.

The campaign also wrapped drinking moments subtly through targeted use of Facebook

data, party playlists on YouTube and Spotify, branding of free Wifi in Wellington and creating an entirely new media channel in the form of 'Not Beersies' water taps alongside beer taps in bars, despite this being prime real estate.

## Results

FCB Media's consistent communication strategy reframed the entire context of alcohol moderation. Despite decreasing budgets and resisting the temptation to return to 'doing fewer things better' it has consistently delivered its strategy, growing success year after year.

Its objectives were focused on increasing social acceptance of people's decision to moderate and subsequent research has shown that drinkers specifically say "advertising has helped them say no AND accept others' decision to say no".