

CAANZ Beacon Awards 2015

Case Study

Agency Name:	FCB Media
Advertiser Name:	Health Promotion Agency
Gold Beacon Award Categories:	Best Integrated Campaign Best Communications Strategy

Behaving Like Beer

FCB Media campaign for Health Promotion Agency's to make drinking water more socially acceptable borrowed from the beer brands and delivered results and a win for the Best Integrated Campaign and Best Communications Strategy.

Background

Drinking water is one of the best ways to moderate alcohol intake – but 59% of 18-29 year olds said if their mates were drinking alcohol and saw them drinking water, they'd hassle them.

Unfortunately for the Health Promotion Agency (HPA) this wasn't helping binge drinkers who said they wanted to ease up, but weren't able to put their good intentions into action.

The biggest challenge lay with drinkers themselves. Whilst it shouldn't matter if their mates hassled them for drinking water... it did.

Campaign Objective

Previous HPA activity had provided language ('yeah, nah', 'no more beersies') to help people moderate their drinking, now HPA challenged FCB Media to take it to the next level: to make drinking water alongside alcohol more socially acceptable.

Campaign Overview

In order to get water to become more socially acceptable in the drinking moment, FCB Media took inspiration from the many beer brands that play on the strong sense of mateship that underpins our kiwi culture to sell their product.

Media Strategy

“It’s what a beer brand would do” became a rallying cry for consistent implementation of FCB Media strategy across more than 12 different channels.

This meant embracing the language and semiotics of beer brands to talk about water like it was Real Beer: ‘Not Beersies’ the brand drinkers would want to be associated with in front of their mates.

But just talking like a beer brand wasn’t enough to make Not Beersies socially acceptable. Not Beersies also needed to behave like a beer brand and leverage the associations beer brands have been building for years.

FCB Media decided on a carefully integrated approach across paid as well as owned and earned channels.

Mass visual media give beer brands a sense of scale and popularity balanced with more targeted environments that enable ‘cool by association’. FCB Media risked cost efficiency to behave like a beer brand and use high demand billboard sites in key beer drinking precincts and premium TV slots.

Again, just like the beer brands, FCB Media targeted ‘cool by association’ environments. It partnered with a radio station to create a sense of scale, targeted specific summer concerts/festivals/music and gig guides, and kept edgy online company.

Social media – Facebook, Instagram and # - was used to generate an ongoing dialogue, enabling punters to share and socialise the ‘Not Beersies’ brand. Like beer brands, the focus was on humour. Social followers were rewarded with giveaways while merchandise including home brew kits and caps with personalised messages were created and sent to influencers.

Beer brands know influencing point of purchase is paramount. FCB Media took this parody to a whole new level by looking and behaving exactly like a beer brand in the key point of purchase moment with Not Beersies plumbed and branded taps in bars and pubs. This ‘point of purchase’ presence was extended with coasters/mirror decals/bar runners and happy hour messaging on chalkboards.

Results

FCB Media strategy to behave like a beer brand provided a short cut to make drinking water more socially acceptable in just two months, with a budget of less than \$1M.

The increase in social acceptability was measured by a decreasing 'hassling' with 22% of 18-29 year olds who saw the campaign showing a clear decrease in 'hassling'.

Socialising Not Beersies also deepened engagement with tens of thousands of Facebook fans in just over two months.

The Real Not Beersies taps was an innovative media channel becoming both product and message in the crucial point of purchase moment with one bar manager stating "people felt like less of a numbnuts asking for water in front of their mates".

Making water more socially acceptable for easier moderation suggests the potential to reduce the national cost of binge drinking. Reducing this cost even just by 1% would be equivalent to saving the government \$49 Million.