

Changing risky alcohol use – data driven campaigns during COVID and beyond

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Aims:

Patterns of alcohol use changed in Australia during the COVID-19 pandemic. In response, the ADF developed a social marketing campaign targeting those who reported increased alcohol use.

Campaign aims

1. Encourage reflection on alcohol consumption
1. Shift attitudes and awareness on what constitutes low-risk alcohol consumption in keeping with NHMRC Drinking Guidelines
2. Compel behaviour change resulting in reduced alcohol consumption,

Approach:

Target audience identified:

- 18-24yo (largest cohort for single occasion risky drinking, and for drinking 11+ standard drinks on a single occasion)
- 25-29yo (second largest cohort for single occasion risky drinking)
- parents (remain the most common source of alcohol for underaged drinkers)

Focus group testing of concept with target audience research agency, Kantar.

Key messages developed using insights into each audience's experiences with alcohol.

Campaign executed via paid advertising on TV, social media, radio, online video, digital ad placement and public relations.

Results:

- Overall, 43% of Australians recognised the campaign when prompted.
- Overall, 52% of those that saw the campaign took action.
 - Thinking about reducing alcohol consumption (18%)
 - Thinking about alcohol consumption in general (17)
 - Cutting down on alcohol consumption (16%).
- Those that drank more during lockdown were more likely to take action (as many as 89% took action).

Conclusions:

- Data driven insights help to develop relevant campaign messages
- COVID19 campaign experience has assisted in the development of audience insights and knowing what works for future campaign development
- Ongoing investment in social marketing activity by government and organisations is essential to preventing uptake in young people and minimising long term harms