

'Drink Free Days' Campaign

Insight Research and Message Testing



September 2018

drinkaware **future**
thinking

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Background and research overview

Project background

Since 2016, Drinkaware has been running a campaign, Have a little less (HALL), which has the ultimate aim of driving behaviour change amongst midlife audiences, and reducing levels of harmful drinking

The first two years of the campaign were focussed on male audiences; however in year three, a need was identified to broaden it out to encompass women, given they make up a significant proportion of the key 'Risky Career Drinker' segments

Future Thinking conducted a programme of research in early 2018, to understand more about the midlife female audience, and test early stage creative concepts, with the outputs used to guide strategies for including them within the existing HALL campaign (Phase 1 and 2 of the research)

With the 2018 strand of the campaign (delivered in partnership with Public Health England, and focussed on drink free days), launched in September 2018, further research was required to test refined creative concepts, across radio, digital, and OOH with midlife men and women (Phase 3)



Research Objectives

The research was conducted in three phases and each phase had specific objectives

Phase 1

- Gain insights into how to best communicate with the midlife female audience in segments 4 and 8
- Gather insights to feed into creative development, which involved gaining an understanding of the best language to use with the target audience, message framing, and gathering general insights
- Test creative output that will inform the radio and digital components of the campaign targeted at the midlife audience

Phase 2

- Test defined creative concepts and tangible executions (refined based on the feedback from phase one)

Phase 3

- Develop a strategic and creative solution to effectively communicate with the target midlife audience.
- The primary objective was to determine whether the campaign materials created resonate well with this audience and encourage them to take 'drink free days'

*This report primarily focusses on the findings from Phase 3, as these relate to the Drink Free Days campaign. However, a summary of important findings from Phase 1 and 2 are presented in the next section.

Research overview

Dates, numbers and locations

The research was carried out in three phases from 16 January to 22 June 2018

In total 188 participants (124 women and 64 men) took part:

- 60 women in an online community (Phase 1)
- 36 women were recruited from the online community to participate in co-creation workshops (Phase 1b)
- 64 (32 women and 32 men) in focus groups (Phase 2)
- 64 (32 women and 32 men) in focus groups (Phase 3)

A total of 22 focus groups were conducted

- 6 during Phase 1
- 8 during Phase 2
- 8 during Phase 3

Focus groups were undertaken in the following nine cities across the UK:

- Birmingham (Phase 2)
- Bristol (Phase 1)
- Edinburgh (Phases 2 and 3)
- Glasgow (Phase 1)
- Leeds (Phase 2)
- Liverpool (Phase 3)
- Manchester (Phase 1)
- Newcastle (Phase 3)
- Watford (Phases 2 and 3)

Research overview

Methodology: Use of group discussions

Group methodologies allow for a discussion that builds and evolves with the input of different participants, delivering a rich and comprehensive output. In addition, these sessions allow participants to bounce ideas off each other, generating a creative atmosphere that is perfect for exploring response to propositions and creative executions

We utilise a range of techniques to dig deeper and elicit insight. For this study, used out AdLadder technique – a battery of questions that help ensure participants fully consider creative executions in a variety of ways, enabling us in order to offer a more constructive, actionable evaluation

Future Thinking developed this technique to ensure we cover all angles:

- Getting more than just a superficial response from participants and preventing purely literal or simple responses to executions
- Attaining enough detail to provide constructive feedback and actionable insight

Just because they don't like it, doesn't mean it doesn't work! AdLadder allows us to identify areas of strength, points of weakness, and optimisation opportunities

Discussion flow



Research overview

Analysis: Thematic analysis

Thematic analysis

We conducted a thematic analysis of all findings. Thematic analysis involves **uncovering patterns and themes within collected data**

By using this methodology, we are able to explain key findings from the participants' **narratives and experiences**; as well as account for and identify **unexpected** or surprising themes / content that were not originally planned for.

Our approach focuses on the **commonalities and differences** between and within the specified segments and between genders and how they respond to the various creative concepts.

Actionable insight

Our **actionable recommendations** explore how the campaign and materials should be presented and communicated to **maximise the potential for engagement** amongst key Drinkaware audiences



Overview of Phase 1 and 2

Overview of Phase 1 and Phase 2 Research

Phase 1a - Online Community (16-20 January 2018)

- **A 4 day online community gathered 60 women from Glasgow, Bristol and Manchester**
- The women were aged between 45 and 64, with a variety of AUDIT scores from 8 to 20+
- **The women were split across Drinkaware segments 4, 5 and 8**
- The community enabled us to get to know our respondents and gathered preliminary insights to lifestyle changes, attitudes to alcohol and campaigns

Phase 1b - Immersive Workshops (24-29 January 2018)

- **Immersive workshops took place in Glasgow, Manchester and Bristol**
- We picked star respondents from the community and interviewed 12 participants across two groups in each location (total n=36)
- **The women were split across Drinkaware segments 4 and 8**
- The workshops extended our understanding on key themes from the community and explored initial reactions to the stimulus

Phase 2 - Group Sessions (12-14 March 2018)

- 8 x 1.5 hour group discussions to explore and test responses to creative concepts which formed the radio and digital campaign.

Men

- **Segment 8** sessions in Birmingham and Leeds
- **Segment 4** sessions in Watford and Edinburgh

Women

- **Segment 8** sessions in Watford and Edinburgh
- **Segment 4** sessions in Birmingham and Leeds

Phase 1 Summary Findings

The midlife female audience did not believe they are drinking to get drunk. There is an entrenched belief that drinking at home is what everyone else does, with some positive and aspirational reinforcement

The heaviest and most at-risk drinkers (segment 8) recognised they were drinking much more than recommended, but still would not label themselves as potentially problem drinkers

Midlife women were already taking widespread attempts to moderate drinking

Factors that result in impact among this audience included:

- Self-recognition and familiarity in advertising
- Warm tone in radio ads
- Remember and repeat (share / tell)
- Building knowledge
- Promoting benefits and reasons to believe (what will work / help)
- Things to stop and start doing



Phase 1 Summary Findings

Drinking at home is not seen as a “bad thing” by segment 4 and 8 midlife women

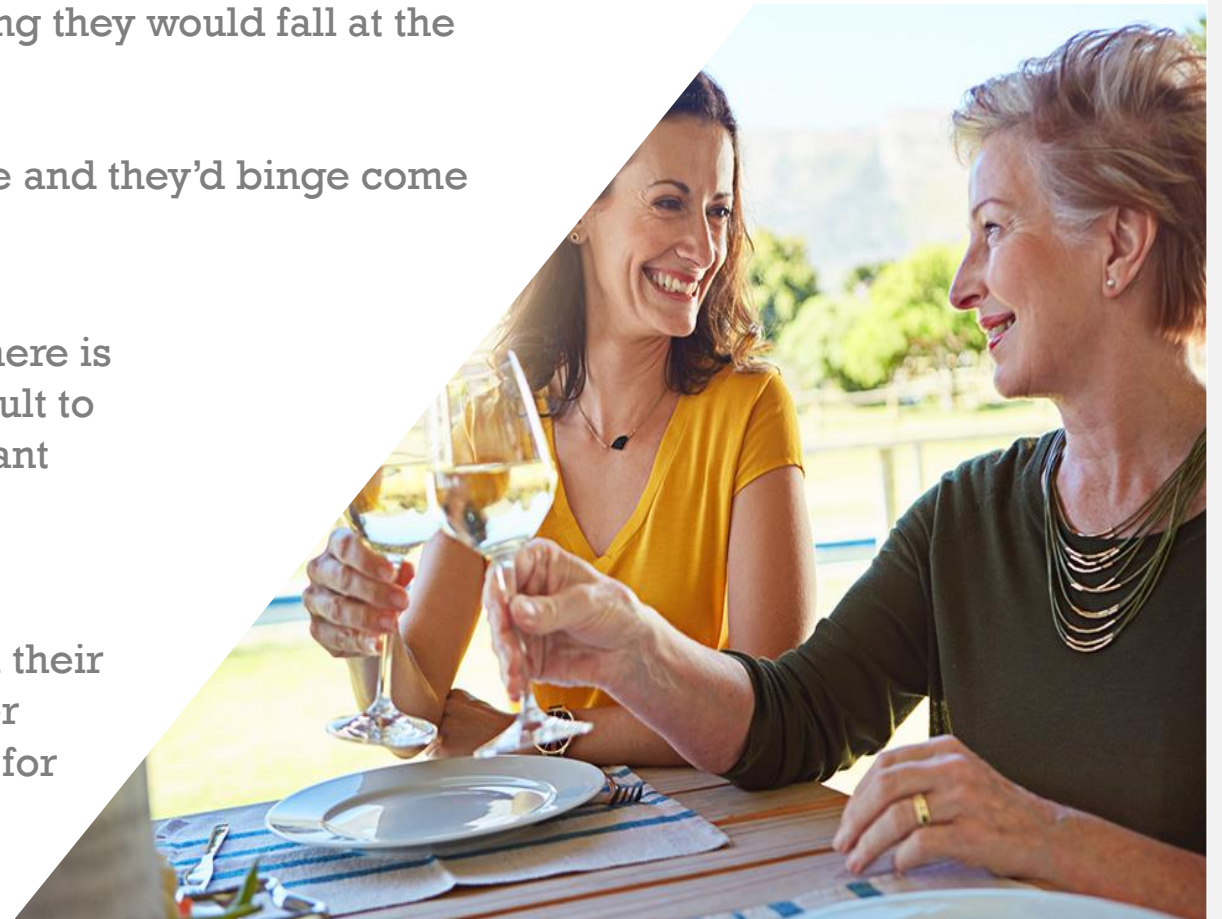
- The ability to drink at home is seen as a ‘grown up’ activity – especially for those who have less dependent children
- There is an entrenched belief that this is what everyone else does, with some positive and aspirational reinforcement through media such as TV dramas
- They do not believe they are drinking to get drunk (this **WOULD** be a problem) but that they like the taste and appreciate their “wine time”
- Drink is a counterpoint to their belief that they are generally taking an active interest in their health & wellbeing, both physical and emotional – drink is the vice they permit themselves as long as they’re keeping their health in check elsewhere



Phase 1 Summary Findings

They are not motivated by abstinence and respond with caution towards Challenges

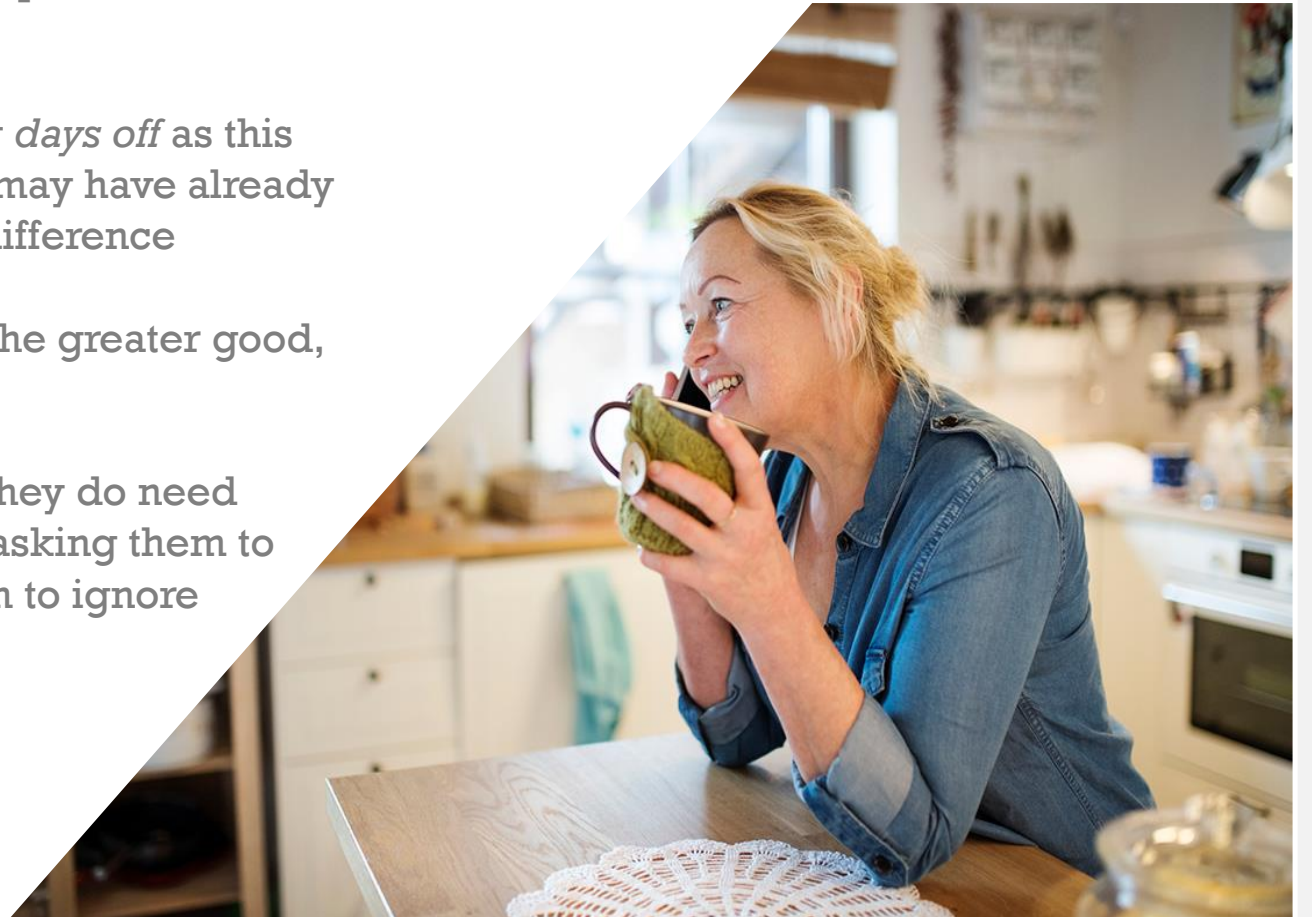
- Very few would, or had attempted Dry January, believing they would fall at the first social hurdle
- A barrier was the belief that it was a temporary change and they'd binge come February
- There is some interest in challenge as a concept, but there is a broad sense that their busy lives would make it difficult to commit to the demands of a formal challenge – they want something flexible, personalised and to know what its ultimate purpose is
- They are however, self-motivated, and had constructed their own days off strategies as well being involved in longer term goal setting via joining a gym or Slimming World for example in check elsewhere



Phase 1 Summary Findings

It was found that an overarching campaign message of ‘drinking without thinking’ had the strongest resonance – it’s a phrase midlife women were already using

- As a supporting action, they are also open taking *days off* as this continues and positively reinforces activity they may have already put in place – and importantly believe makes a difference
- These women are looking to take small steps to the greater good, not bold and restrictive changes
- Despite a desire for flexibility and adaptability, they do need some guidance and reasons to believe – simply asking them to have a little less was too vague and easy for them to ignore



Phase 2 Summary Findings

The current macro trends around health, where it's about being “free” and celebrating success, resonated with the midlife audience. It was recommended that the campaign needs to move with this trend, rather than push against it by focusing on the benefits of drink free days

Drink free days was found to be in tune with the current health zeitgeist, where consumers felt empowered to take control over their health in longer term and often smaller, achievable ways

It was recommended that radio ads focus on raising awareness around the health impact, while digital should enable recognition of drinking behaviour and sell the app's benefits. There needs to be a cohesive messaging bridge across both platforms



Phase 2 Summary Findings

As in phase one, there was a growing awareness of drinking too much and too frequently – but also plenty of enjoyment around both the drinks themselves and the drinking occasions

Two key differences were found in the way in which midlife men and women drink:

- Women “drink and do” – often talking about drink being a companion to an activity, e.g. cooking, socialising
- Men “drink and [not] think” – tending to want to physically stop while having a drink, specifically to unwind and relax

Although many were moderating their drinking, notably by having drink-free days, this was often seen as incidental rather than intentional

It was also noted that health is among a number of negatives associated with drinking too much and it wasn't always top of their spontaneous list (except for women and weight)

There were difficulties with the term “days off” (not the activity per se) as it tended to be seen as punitive and a short term fix





Phase 3 Methodology and analysis

8 x 1.5 hour group sessions among both men and women, focused on segment 4 and 8



drinkaware

Sample

Edinburgh

Segment 4 Men, n=8
Segment 8 Women, n=8

Newcastle

Segment 8 Men, n=8
Segment 4 Women, n=8

Liverpool

Segment 4 Men, n=8
Segment 8 Women, n=8

Watford

Segment 8 Men, n=8
Segment 4 Women, n=8

- Sessions held 18th – 22nd June 2018
- Moderated by Rebecca Ironside and Mariana Owen

Recruitment Criteria

- All to fall into segments 4 or 8 from clients' segment allocator tool
- All to score over 7 (increasing risk or higher), using the AUDIT tool
- Single gender groups and all aged between 45-64
- Spread of social grade and relationship status
- All to be moderate to heavy drinkers, drinking at least once a week
- All to listen to the radio and be non-rejecters of advertising
- Mix of attitudes towards reducing alcohol consumption
- No more than two participants who are possible dependence in each group (as determined by the AUDIT score, 20+)

- Participants were invited to take part in the study by a recruiter, they find participants through databases, ensuring their relevance to the research through a research questionnaire, segmentation allocator and audit. Participants were invited to groups by phone or email, having 2 weeks before to provide informed consent to participate in groups, consent to participant was implied and written. Participants were incentivised £50
- Research ethic considerations: the safety of moderators and participants, ensuring participants provide informed consent, confidentiality of any and all respondent identifiable information (RII).

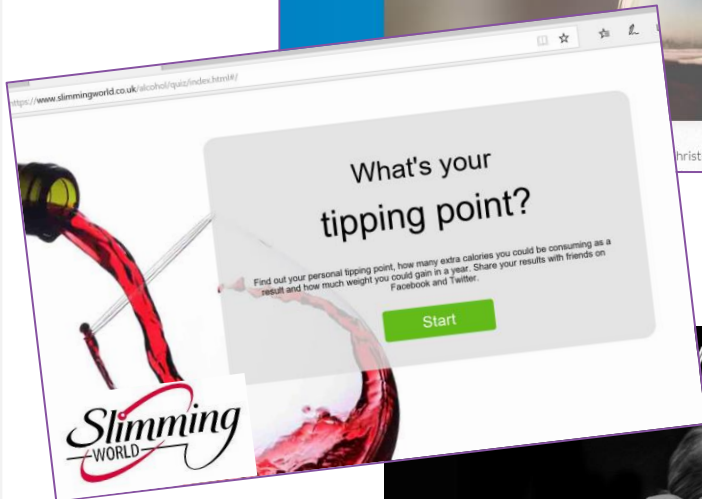
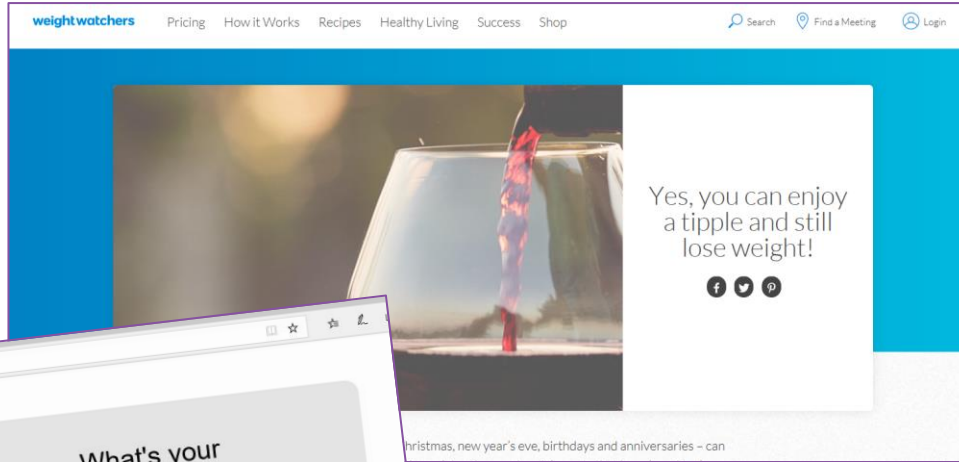


Phase 3 Findings



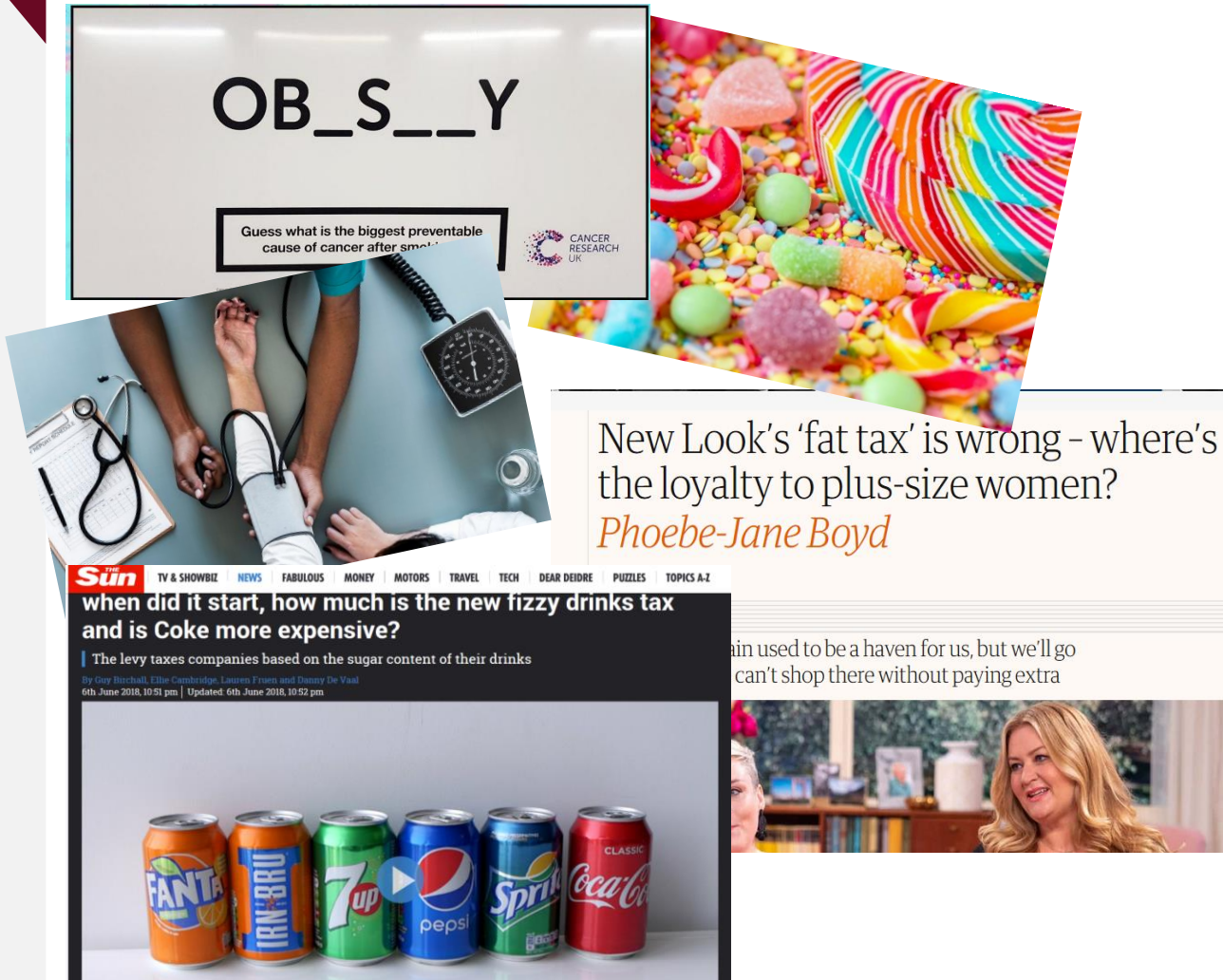
Overarching Themes

Alcohol can be seen as a “reward” for having a healthier lifestyle



- Many, especially segment 4, believe that the crux of a healthier lifestyle is in maintaining balance and displaying moderation
- Drinking less is associated with being healthier, but it's not always top of mind – consumers often tackle areas like food and exercise first
- While they know alcohol contains calories, they're worth “saving for” by eating less or exercising more (if seeking a healthier lifestyle)
- In addition they make “healthier” swaps for drinks, such as spirits with diet mixers, prosecco etc
- This is understood well by companies like slimming clubs and even gym chains

Weight gain is an issue for both genders, but counting calories feels old fashioned



OB_S__Y

Guess what is the biggest preventable cause of cancer after smoking

CANCER RESEARCH UK

New Look's 'fat tax' is wrong - where's the loyalty to plus-size women?

Phoebe-Jane Boyd

when did it start, how much is the new fizzy drinks tax and is Coke more expensive?

The levy taxes companies based on the sugar content of their drinks

By Guy Birchall, Ellie Campbell, Lauren Fries and Danny De Vaal
6th June 2018, 10:51 pm | Updated: 6th June 2018, 10:52 pm



drinkaware

- Most are well aware of things that increase weight and the positive impact of being a healthy weight since they're surrounded by messages and news
- Weight reduction isn't always focused on the idea of "lowering calories" as a means to that end. A greater tendency now to "eat better" or to cut out / reduce food groups, clean eating, increase protein etc. rather than calorie counting which equates to a diet (which is perceived as dull and destined to failure)
- The message around the link between drinking and increased weight remains impactful and important, but perhaps it needs to say something other than drink free days lowering /cutting calorie intake. They need to know new things about weight, which is why they like the chocolate analogy – is cutting alcohol the quickest way to lose weight? Is it the most long lasting way?

Risk needs the counterbalance of reward and a reason to believe

Give me something that I can move towards – Segment 8 Female

Like the lad said earlier, I think it could be very difficult at first but once you stop I think you'll probably feel the benefits of it – Segment 8 Male

I'd be fascinated but I want to see motivating things I don't want to see the negative stuff. I want someone to encourage me – Segment 4 Male

It doesn't make me want to go to the website like the first one did, because I already know that if I didn't drink I wouldn't put weight on as much - Segment 4 Female

- Emphasising risk to health (or any risk) is important and tends to be taken seriously
- But knowing or accepting risk on its own, is not motivating without the promise of a benefit
- While the creatives do provide a benefit to counter the stated health risk, the reward is often not motivating – the risk-benefit ratio related to drinking less is still weighted in favour of taking the risk
 - *“Yet having more alcohol-free days is an easy way to keep your **belly** in check” isn't really a benefit to the consumer*
 - It needs an emotional benefit too which gives the consumer a reason to believe *“... and you'll soon be down a jeans size”*

Reluctant to compare themselves to others Everyone believes they're unique

Participant feedback suggested that there were different motivations for people to compare themselves with others:

Downward Social Comparison.

To make themselves feel superior or better about their own lives (often when they know beforehand they're likely to "win")

Social conformity:

To make sure other people are like me, I'm in the same group - so I'm accepted and okay too



- Being asked to "compare your drinking to others like you" can feel arbitrary, there is no "win" here for undertaking the comparison.
- In fact, the expectation is that they will compare poorly and be told to stop doing an activity they enjoy or feel in control of
- For women in particular, it may be more impactful to consider other ways of achieving the same goal of comparison
 - "What kind of drinker are you"
 - "5 things women who drink too much do"
 - Tools / calculators



Discussion



Healthier lifestyles

They know what they've got to do, but maintaining a healthier lifestyle is often elusive



*My family is very important to me so being around and capable is a really **key motivator** for decisions*
Segment 8 Male

TIME + COST MANAGEMENT AND MOTIVATION

*I feel I have so much to **achieve** and so very **little time** to do it in*
Segment 4 Male

Health and drinking are connected but not top of mind

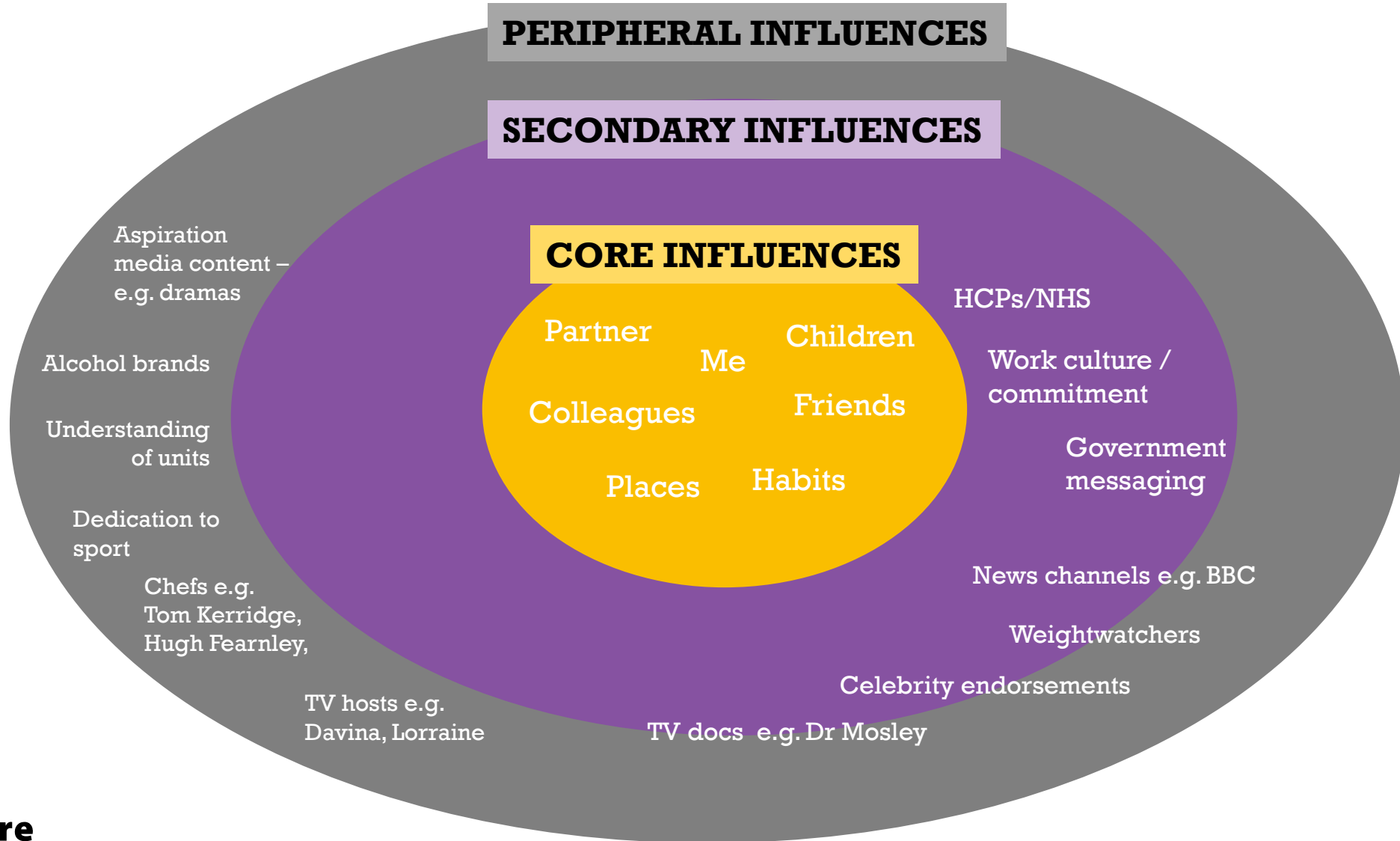


The campaign must recognise that drinking is sometimes seen as a reward for healthy behaviour and while emphasising risk, also stress clearly that this is about moderation not abstinence



Influencers

Participants seek support, encouragement and motivation when it comes to health influencers but core influencers are close to home



There is no “ideal” celebrity, better to have a team to broaden the appeal

- Often a knee-jerk negative reaction to celebrity, women in particular hate to think of themselves as being influenced by them, but they recognise they have a wide influence (especially on younger people)
- It’s easy to write celebs off as being surrounded by “helpers” who make them fit and healthy
- Evidence of health tends to be superficial - weight / figure, skin

Celebrity qualities – fabulous but flawed*

- Someone who has talent or has proved themselves (e.g. sports)
- Have overcome adversity – especially in relation to a health issue
- Want them to feel natural and real, someone they could imagine talking to / being friends with
- Not over exposed elsewhere, or multiple endorsements
- Want a new story, don’t want things they’ve heard before
- A wide appeal across regional preferences

*This table is relevant for both men and women





Evaluating the campaign – language

Wording and key phrases

Don't expose them



“Ever told a little white lie”

- While they agreed with the idea behind this, and recognised the behaviour of telling a little white lie, it's not a behaviour they were comfortable openly identifying with – especially posed as a question / in a semi-accusatory way where they feel they have to respond in some way
- Response is greater to lies they're telling themselves rather than to a doctor or someone else per se (this feels like more secretive behaviour)
- Willing to acknowledge the half truths they tell themselves, or the excuses they might make, but they want that to be more inclusive - everyone does it



There needs to be warmth and emotional connection to deliver this message and to enable self-recognition among the audience

Wording and key phrases

Don't leave it open to their interpretation



“A few most nights”

- Besides not rolling off the tongue, the definition and interpretation of this phrase was in the ear of the listener
- Understanding of ‘most’ was relatively universal at around 4 – 5 (more than half the week)
- The difficulty was in people’s version of “few” with it meaning as much as 6 pints to some vs 3 small whiskeys for another
- It invites them to exclude themselves if they feel they’re having just 1 – 2 glasses because a few seems a lot

‘A few most nights isn’t a phrase I would ever use... its all relative’ – Segment 4 Male



“Drinking most nights” applies to everyone, no matter your level and more clearly indicates that this is “drinking too much”

Wording and key phrases

Risk is the most cohesive message



“Bad” for your health

- Feels more unequivocal, less room for argument—drinking too much IS bad for your health
- Some feel they know this already, and can reason that “everything” is bad for your health
- Their coping mechanism for this is then moderation

“Risk” to your health

- More likely to think twice
- It's more dangerous / serious than “bad”
- While it gives the a choice whether to accept the risk or not, it feels harder to brush off than “bad”
- Risk is more widely applicable and credible, giving participants control and responsibility rather than pointing the finger or placing judgement



“Risk” is stronger and more cohesive with the content of the ads which are delivering messages around increased risk of drinking too much

Wording and key phrases

Leave them willing to take responsibility

There's only One You

- This is the most resonant phrase in all of the advertising - it's a simple and universal truth which gives them reason to take action

To get started? No. It's like you're going to have to sign up for something
Women, Segment 8

I would prefer something like, for more information or find out more,... this sounds like Alcoholic Anonymous
Men, Segment 8

But "get started" feels daunting

- The recall of the website, and its name was higher than in previous rounds of testing – reinforced by the clearer messaging and references to being drink free (alcohol free) within the creative
- However, a resistance to 'getting started' as this implied a plan of action, an obligation or rigidity – maybe they weren't ready yet.. It is paramount to foster curiosity in visiting the site!

'Get started' moves them too quickly into action, when they still need time to absorb and explore

Drinking too much


Prepare / get ready stage

Get Started = Drink free days / cut down drinking



Evaluating the campaign - radio

Compared to Phase 2 research, the radio campaign has become easier to assimilate and the drink free days message is clearer – however the warm tonal values previously achieved are sadly missed

 **Radio – Phase 2 research**

 **Radio – Phase 3 research**

Key messages

- Self-recognition – yes this is **why** I drink (and drink too much) and prick conscience
- Over time, this is the clear health impact
- Establish Drinkaware as the authority who know that the solution is drink free days

- It pricks conscience about the consequences of drinking but doesn't talk about why I drink
- The drink free solution is much clearer, but Drinkaware itself isn't central (nor is One You as a body however)

Supported by

- Using the app will give you the greatest chance of success

- Much higher take out of the website and its name (but not sure what to expect on it)

Tone and language

- Warm (matey for men) just like me, she / he understands and sees it from my perspective and wants to partner with me not judge me. Avoid the use of overly cautious (“might”) or perceptually accusatory “you”
- Food for thought, give them time to absorb, consider and reflect on their personal response to the health message

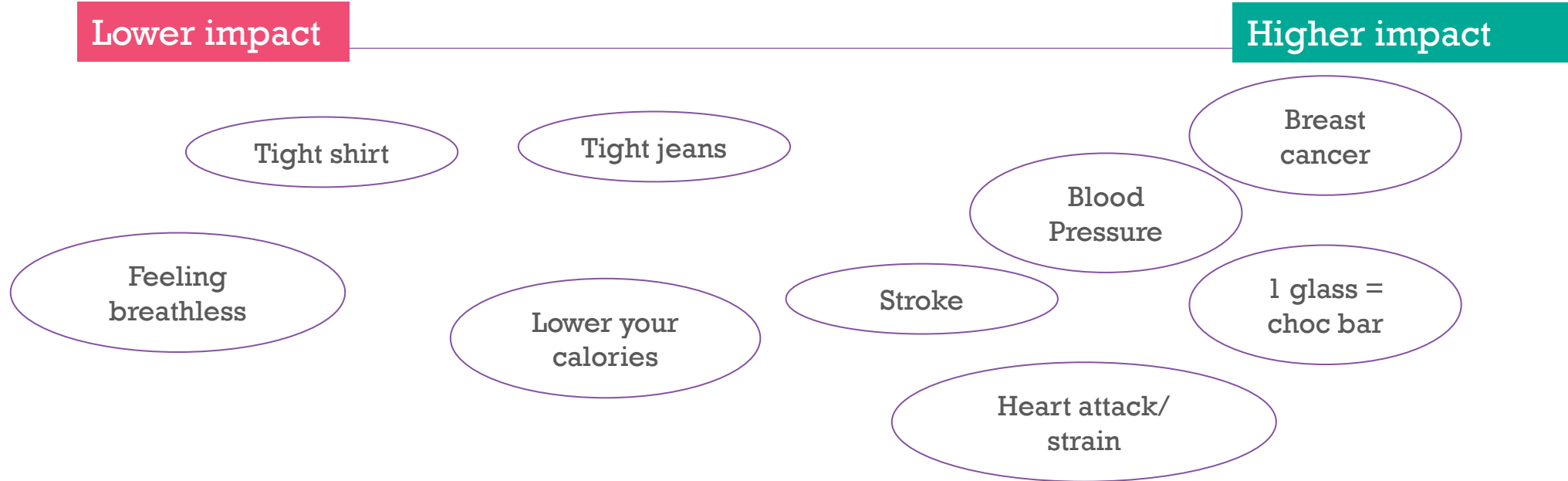
- The warmth has been lost, while they recognise the scenarios, they distance themselves and aren't drawn in

Radio Campaign – Overview

Like length, but little emotional connection



The warm connection is missing in many cases, this may be delivered by the voice over or other elements, but as tested, respondents felt more distant from it



Radio Campaign – Overview

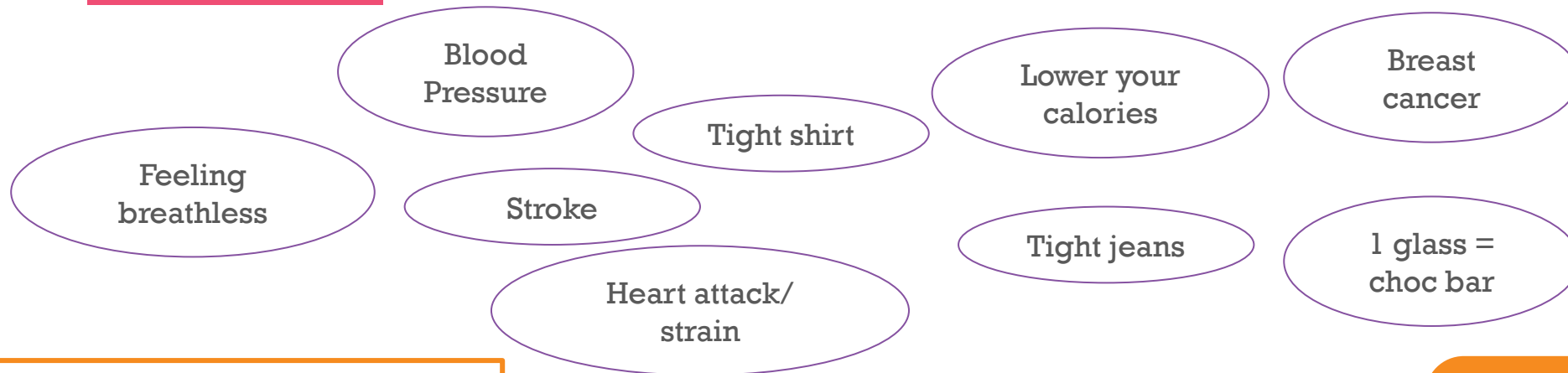
High impact isn't always driving action though



Weight loss provokes a more immediate desire to do something / check on themselves and Breast Cancer is new news which prompts women to find out more or share this with a longer term view

Lower Call to action

Higher call to action



Our Scottish participants had greater knowledge around the negative impact of drinking and felt some fatigue around alcohol messaging, therefore focusing on benefits was felt to be appealing and unique



I think I might check myself next time I'm in the shower, it's a long time since I have done and now that I've heard that I think I might
- Segment 4 Female

Weight was top of mind across genders and segments, though the impact of alcohol on weight is not new news



Weight

✓ 'Jeans are too tight' adds some humour – and it's always the jeans they fear putting on the most!

✗ It's easy to ignore / dismiss calories (in same way as units means less than glasses). Cutting calorie intake wasn't as motivating as the idea of simply "losing weight"

More motivated by end result of lowering calories – i.e. being / looking thinner than the way to get there

Have you ever told a little white lie about how much you drink?

It's easy to tell ourselves our **jeans are tight** because they've shrunk in the wash.

But the truth is, having a few drinks most nights can be bad for your health.

I mean, did you know a large glass of wine is like eating a whole bar of chocolate?

Yet having more alcohol-free days is an easy way to lower your **calorie intake**.

Remember, there's only One You, so be more Drinkaware.

Go to drinkfreedays.co.uk to get started.

! A strong visual image which sticks in the mind – although the size of chocolate bar is open to interpretation and may be better to use more universally sized item or something they feared more carbs focused food like a doughnut or 2 slides of bread

It's not telling me anything I didn't know, but I think it just hits home a little bit, because I'm obviously overweight
Segment 4 Women

I think I know it already. I think we're of an age where we really do appreciate it and we don't need to keep being reminded.
Segment 8 Women

Many men willing to accept a weight message, but not the idea of breathlessness



Much like the women, the men were already aware of the impact alcohol has on weight, the appeal of a weight message is that it is gender neutral

Though mentioned jeans may have more of an impact than a shirt



Feeling breathless was recognised by participants as something they struggle with day to day. However this message should be framed through being unable to keep up with kids/grandchildren/friends

Weight

Have you ever told a little white lie about how much alcohol's affecting your belly?

It's easy to tell yourself your **shirt's feeling tight** because it shrank in the wash.

But the truth is, having a few most nights can be bad for your health.

Carrying extra weight round your middle can put strain on your heart and leave you **feeling breathless**.

Yet having more alcohol-free days is an easy way to keep your **belly** in check.

Remember, there's only One You, so be more Drinkaware.

Go to drinkfreedays.co.uk to get started.

*Days off sounds **easy to achieve**, rather than a month... just take it a day at a time*
Segment 4 Men

*They say alcohol is **liquid cream cakes***
Segment 8 Men

*This seems to **target everyone** in this room*
Segment 4 Men

Middle feels too clinical / medical in this creative - and not something they'd say

A preference for the word belly or even waist or stomach. Though belly is language they use to speak about themselves this may not be as appropriate in an advertising context.



The easily understood 1 in 17 made the breast cancer more impactful than previous iterations



Breast Cancer

Using 1 in 17* tended to feel clearer for our respondents as it was easier to visualise, even within the group

Using 6% was more ambiguous and was easier to ignore

Reducing the risk was felt to be more positive language which is more likely to encourage positive change and a shift in drinking habits

Have you ever told a little white lie when your doctor asks how much you drink?

It's easy to kid ourselves about our drinking.

But the truth is, having a few most nights can be bad for your health.

I mean, did you know alcohol contributes to **1 in 17 cases** of breast cancer*?

And the more you have, the greater the risk.

Yet having more alcohol-free days can help **reduce the risk of developing breast cancer.**

Remember, there's only One You, so be more Drinkaware.

Go to drinkfreedays.co.uk to get started.

Using a statistic was not as well received in Scotland as many were already aware of this message, whereas in other areas this was surprising and more likely to catalyse action and sharing

*This is shocking and terrifying.. Its made me stop an think. I'll definitely look into this
Segment 4 Women*

*You can twist statistics to give you anything you want so to be honest I would go and investigate if I thought I was at risk of having breast cancer
Segment 8 Women*

- After the creative testing was completed Drinkaware found new evidence that the correct statistic was 1 in 13 (and not 1 in 17). The published materials used in the Drink Free Days campaign refer to this '1 in 13' statistic. Please see Brown et al. (2018) for further details.

This message had the strongest risk-benefit ratio



✓ Telling a little white lie to your doctor resonated highly amongst men, particularly segment 8 – although some reasoned there was no point telling the truth because doctor assumes worst anyway

✓ Heart problems were an increasingly present worry for participants, whether in relation to themselves or friends / family

! Adding a statistic to support the overall message would increase its credibility

Blood pressure

→ Have you ever told a **little white lie** when your doctor asks how much you drink?

It's easy to kid ourselves about our drinking.

But the truth is, having a few most nights can be bad for your health.

→ Did you know alcohol can raise your blood pressure and increase the risk of a heart attack or stroke?

And the more you drink, the greater the risk.

Yet having more alcohol-free days will make you feel better and reduce these risks. and it's easier than you might think.

Remember, there's only One You, so be more Drinkaware.

Go to drinkfreedays.co.uk to get started.

OTHER POTENTIAL AREAS TO EXPLORE:

- Mental health
- Impact on relationships

*I imagine everybody would tell a lie, I know I would, I even do that with my wife, **the lie just comes automatically** - Segment 8 Men*

*It's not emphatic, it's **advisory**... you have a **persuasion**, its telling you what will happen to you - Segment 4 Men*

***I had a massive heart attack** due to drinking so that really **resonated** with me - Segment 8 Men*



Evaluating the campaign - digital



Digital is still emphasising a different message, but successfully so and tying up well with posters – but still needs a messaging bridge to radio



Digital – Phase 2



Digital – Phase 3

Key messages

- Self-recognition – this is **how** I drink too, I see myself on screen
- How quickly and invisibly drinks can add up / drinking creeps up on you
- Real focus on the app, what it's for, how it works and why they should use it

- This was generally high, but can be distracted by the protagonist being male / female
- Conveyor belt and recycling bin emphasise this most clearly
- Message is directional

Supported by

- The app is easy and seamless to use – and there is success / achievement at the end (and implicit better health)

- It's still not clear what the benefits of comparing themselves are, there's no management of expectations

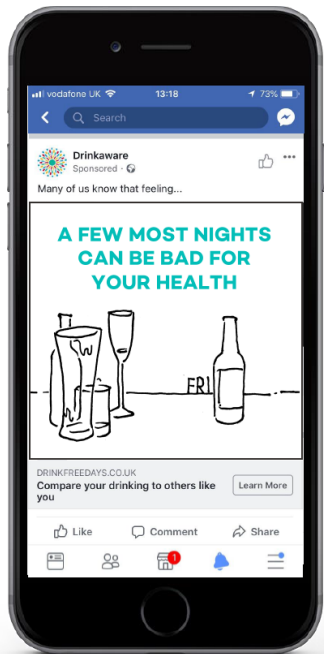
Tone and language

- Make sure it's not perceived as too middle class
 - *No sense of class, it's gender that may be the issue now*
- V/O ensure that there is no sense of judgement, consumers want this to be a more observational execution
 - A desire for a voice over rather than direct to camera piece

- Would rather a voice over / subtitles than the person speak directly to them
- Conveyor belt has shareability and potential for humour
- Check on regional differences re recycling bins!

Digital Route: Conveyor Belt

Self-recognition and self-reflection is high



"A few most nights can be bad for your health.

Alcohol-free days can reduce the health risks and are an easy way to lower your calorie intake"

Adding lower calorie makes the message too complex, better to focus on drinking most nights being a health risk

MESSAGE, IMPACT APPEAL

Using [a variety of] objects mean there is no distraction from gender nor one type of drink

The message is clear – you drink more than you think and it mounts up, a scenario that many recognised.

A challenge to be honest with themselves, without being confrontational or judgemental

ORIGINALITY/INTELLIGIBILITY

Familiarity [Generation Game] and humour make it easy to understand and accept the key message

Highly successful at presenting people with evidence of the impact of regular drinking throughout the week

CALL TO ACTION

High call to action in terms of recognising their own behaviour and quickly appreciating the impact of drinking on a regular basis

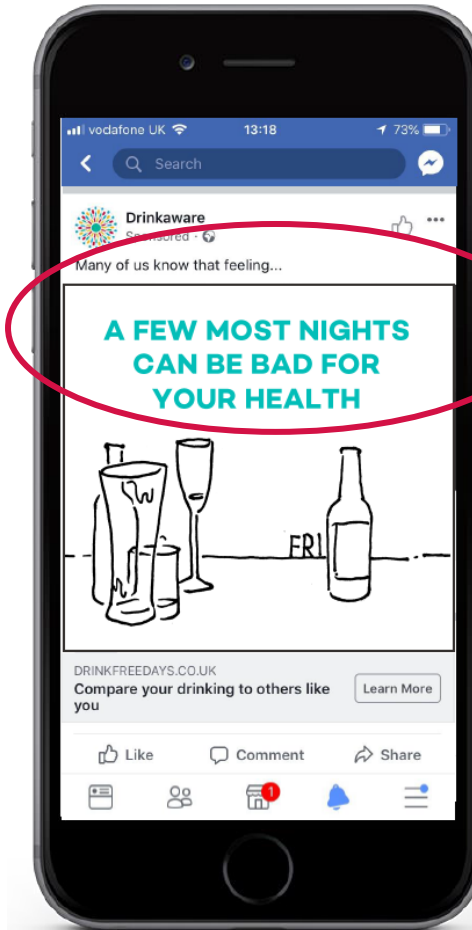
It's got shock value, but is credible



"It reminds me of those diet programmes where they put everything a family has eaten in a week on the table. It's fascinating and got real shock value when you see it like that - Segment 4 Men

Of the three that we've looked at this has the most impact in the shortest time - Segment 8 Women

I think even though you might not have drunk a lot, when you look over four days I've drank about 16 cans, which is quite a lot really - Segment 4 Women



The message could tie up more closely to the visual – “Drinking most nights adds up to a health risk”

I stopped drinking fizzy drinks because I saw something which showed how many spoons of sugar were in each one, sometimes you need to see the total of what you're doing to change you - Segment 4 Women

If a lot of people were honest with themselves they would say that's me - Segment 8 Men

Digital Route: Recycling Bin

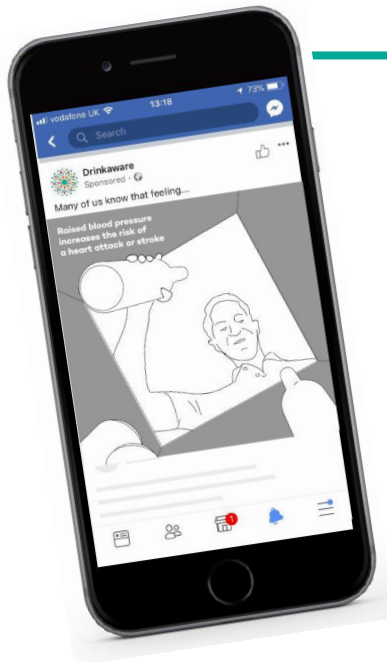
An expected creative, tugs at their conscience



*“Having a few drinks most nights?
Truth is, it can be bad for your
health.*

*In short, the more you drink, the
greater the risk.*

*But just having more alcohol-free
days can help.”*



MESSAGE, IMPACT, APPEAL

In essence, the key message was that they (this person) was drinking too much and heading for a problem

The impact is through its familiarity and universal behaviour, even for lighter drinkers

However, tonally, this message feels more loaded with shame and guilt, so will need balance / warmth

ORIGINALITY/INTELLIGIBILITY

A familiar scenario for everyone, but also a chance to be defensive (it was a party!) and they're not distracted by only one kind of drink

Check regional and household difference – communal bins, lids on bins in the North, frequency of collection (fortnightly vs weekly)

CALL TO ACTION

For some, the sense of a regretful tone reinforces their more furtive behaviour around recycling

It does remind them that there are visible consequences of drinking which make them feel bad over time

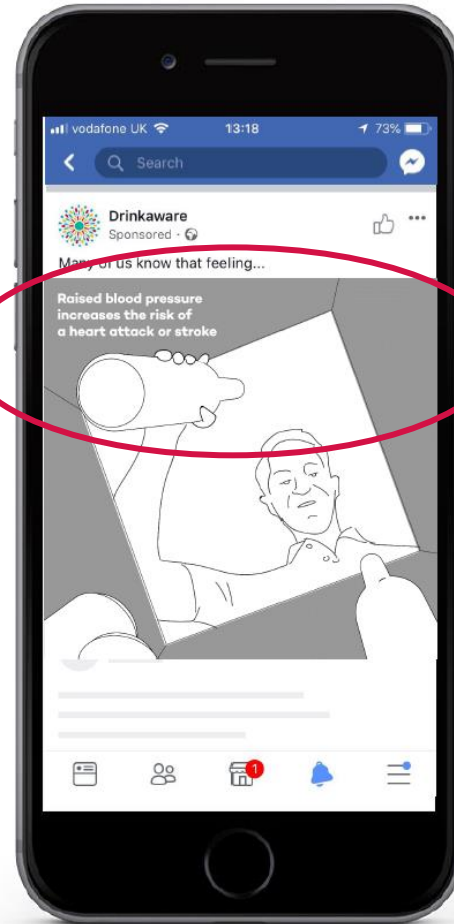
It's an "oldie but a goodie"



"Yes I do this, sometimes you think oops, but then you just shut the lid on the bin and go in the house and forget about it"
Segment 4 Men

Of the three that we've looked at this has the most impact in the shortest time - Segment 8 Women

I've hidden some of my bottles before out of the recycling bin, from my husband, because I think 'God! If he puts the bin out, and sees the truth...'
Segment 4 Women



Too much detail around specific health risks, needs to be more around the broad health negative impact of drinking most days

It's difficult because it's never just your empties in the recycling, my partner and I both drink that wine or we might have had friends over, so it's not all my fault what's in the bin" - Segment 8 Women

This is the best one, everyone recycles and everyone has had this moment
Segment 8 Men

I think even though you might not have drunk a lot, when you look over four days I've drank about 16 cans, which is quite a lot really
Segment 4 Women

A familiar scenario, but too distracted by gender and choice of drink



“Find yourself reaching for a drink most nights?”

Truth is, it's bad for your health. The more you drink, the greater the risk.

Just having more alcohol-free days can help.”

MESSAGE, IMPACT, APPEAL

Key message: Reaching for a drink on a regular basis is all too easy a habit and raising awareness about regular drinking

It feels very female, but if it could be targeted on social media, it would be a scene familiar to, and accepted by them. Similarly men would reach for a beer on the whole

Segment 4 were more accepting that it reflected how they drank (although less frequently) but segment 8 could be defensive and suggested they were being shamed for what was justified drinking behaviour

ORIGINALITY/INTELLIGIBILITY

The idea of using the inside of the fridge is immediately easy to understand, but it isn't original – however it means the message can be quickly delivered. It may not stand out in a digital advertising landscape

CALL TO ACTION

This largely depends on segment and gender, and although self-recognition is high, it's not prompting a reconsideration of their own circumstance

Digital Route: Fridge

In their own words

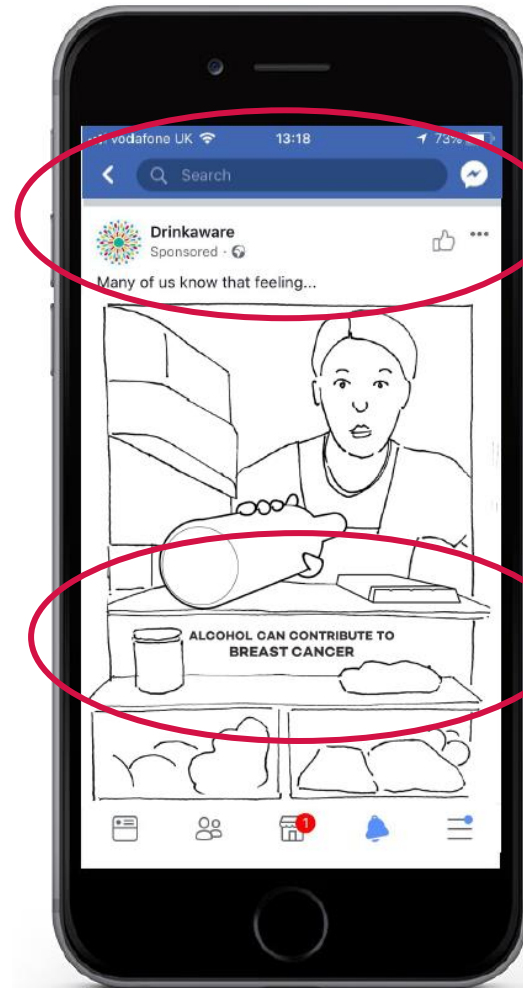


Why is it women are always associated with wine? If it was a beer it would be a man. It's very sexist! Segment 8, Women

I think a lot of people would identify with that because it's exactly what a lot of people would do, come in from work, reaching into the fridge and getting a drink - Segment 4 Women

What if I'm the person who's having a small nip of wine each night then it isn't necessarily bad for you -Segment 4 Men

You recognise yourself in that. It would maybe make you shut the fridge door. Think No! Not tonight! Segment 4 Women



Many had a better emotional connection with this message, but didn't always see it hidden here

This message was often missed and taken out of context (or without the radio ad) felt more like a cigarette pack shock tactic

A preference for a generic message consistent with what appears to be repetitive behaviour, e.g. "Drinking most nights is a risk to your health"

This smacked of desperation – but also made them want a drink too!



It's gonna hit someone different: who can recognise themselves in the picture again but I probably wouldn't take as much notice
Segment 4 Women

Who drinks out of a glass at home anyway, most of us drink out of a can!
Segment 8 Men

This could be for a drinks company, the next line would be "reach for our beer" or whatever
Segment 4 Men

MESSAGE

Very mixed messages (from this piece of stimulus) but it looks like secretive, desperate and borderline alcoholic behaviour – which did not resonate with these audiences

This is partly driven by the perspective of the image – having to reach to the top shelf or having alcohol hidden on a top shelf

ORIGINALITY/INTELLIGIBILITY

A move on from inside the fridge, but works less well for beer than it would for wine, cocktails or spirits which need a glass

Without any additional information, some broad sense this could actually be promoting a particular drink or drinking occasions

CALL TO ACTION

Perceived to have greatest impact on people who genuinely have a problem and need to see their behaviour reflected back

Little call to action in isolation, or without additional frames or exposure to other ads in the series

Won't make a comparison without any sense of the point or outcome



In group sessions, respondents were generally cautious about being interested in comparing themselves to others, however Drinkaware know that this has proved successful with men in previous work

Key Barriers/ questions:

- How many people is this based on (the bigger the base, the more security in the outcome)
- Did they all tell the truth / is it based on their own claims?
- How exact / precise will the outcome be (the more micro the comparison, the better)
- What happens after the comparison? What do I do with the information
- Will I have to register / give details



Well I'm intrigued about how you're going to compare yourselves. Will it be forums, or will it be stats? Will it be a little table that we have to fill in actually how many drinks we do have and then tell us whether we are at risk? - Segment 4 Women

If it would give you messages like you're in the top quarter, it makes you think about how much you're drinking about it - Segment 8 Men

End lines that give a reason for taking the next step are stronger



'To get started' feels **presumptuous** and **unnerving**, removing the **control** which participants want to feel about their health choices

Furthermore 'get started' often made participants believe this would require **formal sign up** and does not foster curiosity or drive interest



Some participants rejected the idea of **comparing** due to feeling unsure of who they will be comparing with and how the website would 'know them'

*I'm not sure about comparing because we're all **different shapes and sizes** aren't we - Segment 4 Men*



The third option had the greatest **universal appeal**. **Reducing health risks** through moderating rather than increasing the risks through not moderating allows participants to feel that moderating would be a **positive change**

*You can't compare because **everybody's different**. You all have different filters. ...you can't compare yourself exactly to them because you **don't know what they're going through**. Segment 8 Women*

*At work and stuff like that, people are told all the time what you can do, what you can't do. **This is offering you something, asking do you want to find out more about this? This is about you!** Segment 8 Women*



Evaluating the campaign - posters



The bin has wide appeal since it's something they've all seen at home



Using the bin had more **universal appeal**, rather than just using a single male or female protagonist



However some felt the bin should look more disorganised and reflect how their bins usually look



A few drinks most nights is too **vague and ambiguous**, making it easy for participants to excuse themselves from the message



'**The more you drink the greater the risk**' was a highlight and fits with popularity of moderation amongst segment 4s

I like the recycling bin because it's less directly pointing at us. That's for us to make that decision, about how much we see in it- Segment 8 Female

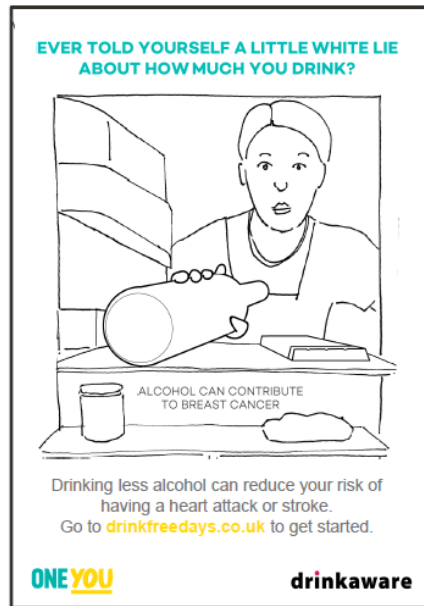
I like the phrase "The more you have the greater the risk". It's simple, it points out that you should stop and not just keep going on - Segment 4 Female



In some regions recycling bins don't take on this look and are often shared with the local neighbourhood



This felt simultaneously female targeted and confusing



Both men and women felt that using a female protagonist was felt to be **sexist**, they don't want either gender to feel **targeted** or **left out**; as well as some women resenting the **stereotype** that women only drink wine – gin is the new favourite!



This poster was felt to be including too **many messages**, including an **ambiguous** first statement followed by multiple risk messages and suggested action

However the more you drink the greater the risk is one of the preferred statements across stimulus

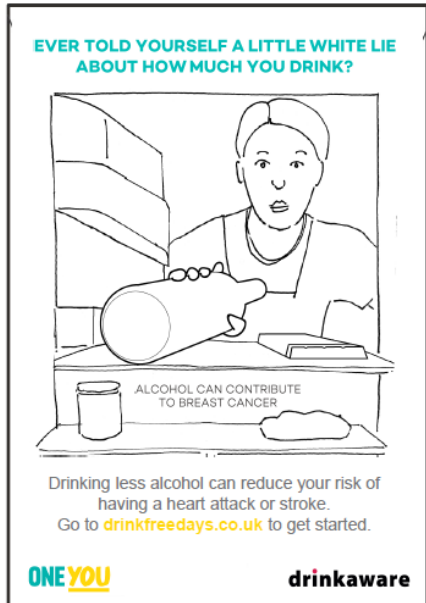
Why is a woman always associated with wine?...If that was a beer it would be a man – Segment 8 Female

This is why I've switched to gin! – Segment 4 Female

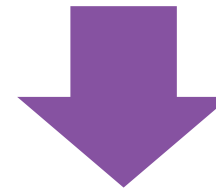


Having a still image removed the warmth and closeness of the protagonist speaking and may be hard work for those who were not aware of the digital ad

Placement: How often do they go to a GP?



An assumption that these would be posters in doctor's surgeries – however on reflection, they don't often visit, especially segment 4



An expectation and desire to see these more widely out of home, especially on public transport or stations / bus shelters where there is some dwell time

Or in newspaper / magazines or even leaflets (with their recycling collection!)

*Most people don't go to the doctor very often, I know I don't!
– Segment 4 Male*

*I'd expect to see it on the back of buses, at bus shelters, at the supermarkets, maybe on the side of the recycling truck –
Segment 4 Female*

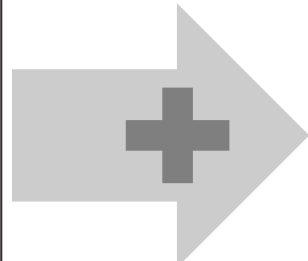
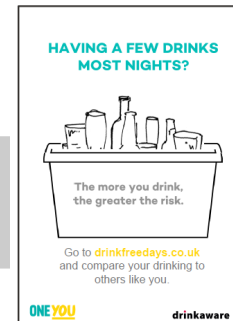
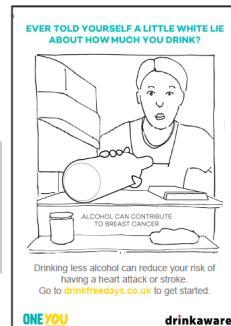
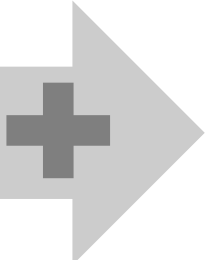
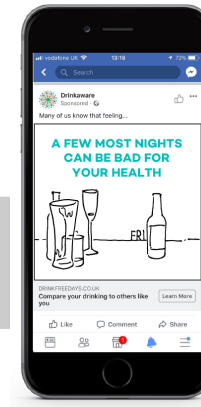
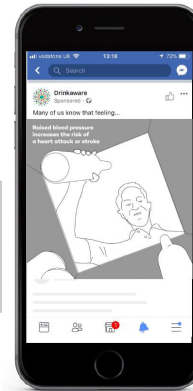
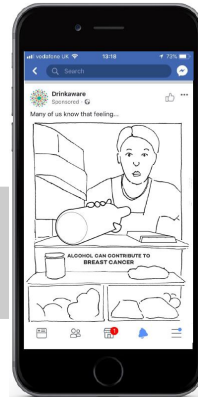


Recommendations

Overview of performance



Overall, all of the radio ads are appealing and encourage drink free days, however weight has a more immediate impact and is more likely to encourage immediate action, but the cancer message is credible and impactful



Next steps for creative

Radio

- The Little White Lie needs to be implicit and delivered in a more inclusive, warm “we’ve all done this” tone
- Health risks which create visual images work best (whether that’s 1 in 17 or a chocolate bar) – anything that can relate to everyday life and objects is strong
- Benefit statements need to go further to deliver a vision of the [improved] future impact
- Recognise many aren’t ready to “get started” [on what?] so manage expectations of what the site contains
- Drinking most nights works best
- Risk rather than “bad for you” is more impactful

Digital

- Consumers looking for a fresher idea for video content – as well as potentially some humour or stop & stare
- Conveyor belt, or similar mechanics which show the accumulation of drink felt new and powerful, however the recycling bin works well too
- Much more gender sensitive to video
- Don’t want to be spoken to by protagonists, would rather a video
- Digital should focus on helping people see what Drinking Most Nights looks like (the week’s food on a table analogy) and that the more they drink the greater the risk to health
- Trying to deliver stats or multiple health messages were less successful here
- Interested in comparisons, but need more reason than just the ability to compare



Appendix

Appendix A – Phase 1 Methodology

Phase 1

- Phase 1 was commissioned to find out more about the midlife female audience (women 45-64)
- This consisted of an online community and co-creation workshops
- The online community was conducted with midlife women in Drinkaware segments 4, 5 and 8
- The co-creation workshops were conducted with midlife women in Drinkaware segments 4 and 8

- Fieldwork was conducted from 16-29 January 2018
- Moderated by Rebecca Ironside and Mariana Owen

Sample

Online Community (Phase 1a)

- 4 day online community
- 60 women from Glasgow, Bristol and Manchester.
- Enabled us to get to know our respondents and gathered preliminary insights to lifestyle changes, attitudes to alcohol and campaigns

Co-Creation Workshops (Phase 1b)

- Immersive workshops took place in Glasgow (24th Jan), Manchester (25th Jan) and Bristol (29th Jan)
- We picked star respondents from the community and interviewed 12 participants in each location
- The workshops extended our understanding on key themes from the community and explored initial reactions to the stimulus

Recruitment Criteria

- All to fall into segments 4, 5 and 8 from clients' segment allocator tool
- All to score over 7 (increasing risk or higher), found in the AUDIT tool
- Female groups and all aged between 45-64
- Spread of social grade and relationship status
- All to be moderate to heavy drinkers, drinking at least once a week
- All to listen to the radio and be non-rejecters of advertising
- Mix of attitudes towards reducing alcohol consumption
- No more than two participants who are possible dependence in each group (as determined by the AUDIT score)

- Participants were invited to take part in the study by a recruiter, they find participants through databases, ensuring their relevance to the research through a research questionnaire, segmentation allocator and audit. Participants were invited to the online community and groups by phone or email, having 2 weeks before to provide informed consent to participate in groups, consent to participant was implied and written. Participants were incentivised £50
- Research ethics considerations: the safety of moderators and participants, ensuring participants provide informed consent, confidentiality of any and all RII (respondent identifiable information)



Appendix B – Phase 2 Methodology

Phase 2

- Phase 2 was a continuation of the Phase 1a and 1b research
- This consisted of focus group sessions with midlife men and women (aged 45-64) in Drinkaware segments 4 and 8
- In total, there were 8 x 1.5 hour group sessions across four locations

Sessions held 12 – 14 March 2018

Moderated by Rebecca Ironside and Mariana Owen

Sample

Men

Segment 8, Leeds, n=8
Segment 8, Birmingham, n=8
Segment 4 Edinburgh, n=8
Segment 4, Watford, n=8

Women

Segment 4, Leeds, n=8
Segment 4, Birmingham, n=8
Segment 8 Edinburgh, n=8
Segment 8, Watford, n=8

Recruitment Criteria

- All to fall into segments 4 and 8 from clients' segment allocator tool
- All to score over 7 (increasing risk or higher), found in the AUDIT tool
- Single gender groups and all aged between 45-64
- Spread of social grade and relationship status
- All to be moderate to heavy drinkers, drinking at least once a week
- All to listen to the radio and be non-rejecters of advertising
- Mix of attitudes towards reducing alcohol consumption
- No more than two participants who are possible dependence in each group (as determined by the AUDIT score)

- Participants were invited to take part in the study by a recruiter, they find participants through databases, ensuring their relevance to the research through a research questionnaire, segmentation allocator and audit. Participants were invited to groups by phone or email, having 2 weeks before to provide informed consent to participate in groups, consent to participant was implied and written. Participants were incentivised £50
- Research ethics considerations: the safety of moderators and participants, ensuring participants provide informed consent, confidentiality of any and all RII (respondent identifiable information)



Appendix C – Stimulus tested in Phase 3



Women
Weight, Breast Cancer

Men
Weight, Blood Pressure

