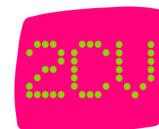


Middle Aged Men Campaign Development

Summary Report

March 2016



Background

Drinkaware is looking to develop a new campaign that will encourage and support men aged 45-60 years to reduce their drinking at home. Presently these men are drinking over the recommended guidelines (21+ units a week) and while they rarely 'drink to get drunk' they are habitually drinking to levels that is harmful to their short term and long term health.

However, previous research has found that many of these men believe moderate drinking is good for them and that they don't drink enough for it to cause a problem to their health. This attitude towards habitual drinking needs challenging in order that men will reduce the amount they drink regularly at home.

Objectives to the research

Drinkaware commissioned 2CV to undertake **three** separate phases of campaign development research. Each phase of research evaluated and tested different communication messages and creative ideas against the following campaign objectives.

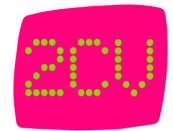
- To persuade the audience that even small reductions in the amount they drink can make a big difference to their health.
- To encourage men to reflect on how much they are drinking and recognise their routine drinking.
- To plant the seed that they don't always need those extra couple of drinks.
- To motivate them to visit the website to find out more and see how they can get help to cut back

Methodology

Qualitative focus groups were conducted from December 2015 – March 2016.

- A total of 15 focus groups were conducted
- Each focus group comprised of 6 new participants (N=90)

	Method	Location	Sample size
Phase 1: 2 nd -3 rd December 2015	6 x 1.5 hours focus groups (3 x ABC1, 3 x C2D)	Kent, Newcastle, Nottingham	36
Phase 2 2 nd -3 rd February 2016	6 x 1.5 hours focus groups (3 x ABC1, 3 x C2D)	Kent, Newcastle, Nottingham	36
Phase 3. 3 rd March	3 x 1 hours focus groups (1 x ABC1, 2 x C2D)	Nottingham	18



Sample Criteria

In order to ensure consistency and comparability between the research phases, the same sample specifications and locations were applied. Participants were recruited from 2CV's network of recruiters in each location. Recruiters went into the local community to find men who fitted the recruitment criteria precisely (as opposed to using participant databases) and who were open and willing to participate meaningfully in the research groups. Participants were incentivised with £40 cash to attend.

- Men
- Aged 45-60
- Who drink more than 21 units/week (must drink at home) but less than 112 units
- At least half to be living with partner
- Mix of urban/non-urban locations
- All to agree with the statement " I don't drink to excess, but I probably drink more than is really good for me" or "I frequently drink quite a bit more than what is supposed to be safe"

Campaign Materials Tested (see page 7)

Phase 1: 4 x proposition statements. 3 x Health Facts. Web content

Phase 2: 2 x Creative Ideas (Radio ads, Print Ads). Web content

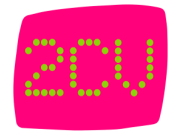
Phase 3: 2 x Creative Ideas (Radio ads, Print Ads). Web content

Results

Phase 1: December 2015

The first phase of research found that there was significant resistance to the idea of cutting back on the amount of alcohol consumed at home and many already felt as though they had cut back from when they were younger. There was a strong belief that they were in control of their drinking and were not the ones with the problem. Those who had alcohol problems were, **Alcoholics, Young people** who drink to excess and **Girlfriends and wives** who drink more than is good for them (slippery slope). Any campaign that recommended they should cut back on their drinking, even in small amounts, was likely to be met with resistance and represent a deep, emotional loss.

The research found that there was a significant lack of understanding of how alcohol impacted on their health, with perceptions limited to immediate issues (hangovers; feeling groggy), liver damage (generically), weight gain and alcoholism. Any health impacts of alcohol were automatically compared to the positive benefits of drinking (psychological,



social and physical). Consequently many **did not want to believe** the negative health factors and did not feel as though it applied to them **personally**. Their first line of defence being; alcohol affects everyone differently and risk is abstract (what kind of risk, at what level of drinking)

Of all of the communication messages tested the idea that **'even a small reduction could lead to a big health difference'** did give the target audience something to consider and reflect on. For many the idea of cutting back a small amount, while not necessarily desirable, felt achievable and importantly it was not asking them to cut out drinking alcohol at home altogether. It felt respectful of their current relationship with alcohol and was not felt to be asking too much of them too soon.

The research concluded that any future campaign targeted at this audience needed to;

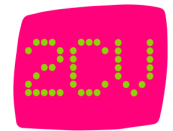
- Enable men to *feel* the difference to their health - they would only believe it if they could feel it themselves
- Explicitly root the behaviours in at home drinking. Often the default of any conversation around drinking tends to be anchored around the social benefits (in pubs and bars) which can be an excuse not to engage in messages around alcohol reduction
- Show normal, functioning, otherwise happy, healthy(ish) men cutting back as they can be powerful role models that the audience relate to
- Feel positive and empowering. Shock tactics will simply push an already hard to reach audience away

Phase 2: February 2016

The second phase of research evaluated two campaign ideas (Gamechanger and Workout) against the communication objectives. Overall response to both highlighted the entrenched barriers to campaign engagement with many men actively and subconsciously looking for a reason to **disengage with the campaign**. They cited reasons such as 'I don't have a problem' 'The amount I drink isn't harmful' and 'I've heard this all before'.

The research found that neither of the campaign ideas successfully overcame all of these barriers. Gamechanger did not clearly convey a game changing moment and therefore did not communicate that small changes could lead to a big difference. Workout received a better response and had the potential to encourage more reflection, but could also fall into a generic health message (due to the overt link to fitness).

In addition, there was a clear order effect with the research stimulus. The campaign idea tested second (equally rotated across the focus groups) always received a more positive response from the targeted audience. This very obvious order effect demonstrated how the very subject of alcohol reduction can be dismissed and preconceptions about health warnings and drinking lead to 'knee-jerk' responses regardless of the creative idea.



The research concluded that a more simple and direct approach was required. Both creative routes struggled because they took time to decode and got in the way of a clear and simple message (*you only need to make small changes to see a big difference*).

Phase 3: March 2016

Two new campaign ideas were evaluated in the final phase of research; Heads Up and Build Up, both of which took on board the research recommendations from Phase 1 and Phase 2.

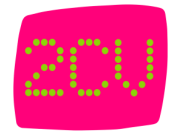
Overall the campaign ideas tested more positively and generated a different type of conversation to that seen in previous phases. Overall there was far less resistance to the idea of cutting down and key communication messages were successfully conveyed;

- That drinks can stack up over a week
- That there are some drinks which are effectively unnecessary (or at least wouldn't be missed)
- That small changes can lead to big differences

There was little difference in response to the two creative ideas, with participants less interested in the creative nuances and more the simplicity of messaging and campaign tone identified below.

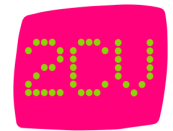
This was achieved by a successful change in campaign approach;

- Talking directly with the target audience as opposed to 'at' them
- Addressing their needs, lifestyles and potential defences quite bluntly
- A simple, no-nonsense tone delivered in a straightforward manner
- Easily relatable (and clearly at-home) drinking occasion identified
- Letting them know, quite clearly, that **it is their choice**
- Delivered by men who's drinking habits they can relate to i.e. not 'problem drinkers / alcoholics' but men who like 'a few drinks' just like them



Lessons learned

1. Many men in the target audience are looking for reasons to opt out of the campaign. As a result, there is a solid 'shell' of resistance that needs cracking before a more positive conversations/ reappraisal can take place
2. The simpler the idea and the more direct approach works better with this audience. It needs to be clear that it is THEM and THEIR drinking that requires a change.
3. Tonality is important. The campaign needs to feel positive, straight-talking, down to earth and thought provoking
4. Communicating that small differences will make a difference to their health and some drink are effectively unnecessary has the potential to force a reappraisal on drinking behaviour
5. However, it is going to take time in order to see significant levels of alcohol reduction among these men. Drinkaware need to commit to a longer conversation which reframes the problem and supports men to change their habits at home.
6. Drinkaware's website and online advertising can help support the campaign – but people need to be given a reason to visit e.g new evidence and new tools to support behavioural change



Stimulus

Phase 1: Stimulus



4 x proposition statements

Everyday drinking chips away at your health.
Inside your body, each drink less counts.

You may not notice that extra drink, but your body will.
Yet even small reductions can have big health benefits.

Cutting down on those routine drinks could make a big difference to your health.
Would you miss a couple less?

The drinks you don't think about can add to the wear and tear inside your body.
Cut back and feel better today.

Health facts

Cardio-vascular
Alcohol pushes up your blood pressure by making your arteries stiffer and constricts.
Puts a serious strain on the heart, increasing your chances of having a stroke or heart attack – quite common from aged 60.

Pervasive damage
When your body burns off alcohol, some of it turns into acetaldehyde.
Acetaldehyde is toxic to most organs including your liver, pancreas, stomach and brain. It can also cause cancer.

Weight gain
Alcoholic drinks pack in a lot of calories. They also prevent your body from burning off fat because it is too busy getting rid of the toxic effects of alcohol.
Alcohol makes you put on weight and can cause diabetes.



Communication tones



Empowering – use of celebrity

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Phase 2: Stimulus: Gamechanger



2 x Print ads

Drinking less through the week can be a gamechanger

Even a small reduction can make a big difference to your body. For tactics to cut back and feel better visit drinkaware.co.uk.

drinkaware.co.uk

Drinking a little less through the week can be a gamechanger

Even a small reduction can make a big difference to your body. For tactics to cut back and feel better visit drinkaware.co.uk.

drinkaware.co.uk

2 x Radio ads

20V Advertising | Tel: 01203 885 888
100, Victoria Road | London, SE18 6JF
www.20v.co.uk



Script

Client: **Goodson** Job No: DR2323
 Subject: **Team's Equip Campaign 2016** Date: 20.01.16
 Media: **Radio** – The Ultimate Workout Time: 47

*Treatise!

BF: Treatise! Turned on, someone running
 MDV (Ordinary voice):
 "The day you're
 You're like a hamster on a wheel sometimes.
 But if you want to feel better, here's a workout to try.
 Work out roughly how many drinks you have through the week.
 The 'today's' drink.
 The 'house in front of the telly' drink.
 The 'one more can't hurt' drink.
 They all add up.
 You're here the good news.
 You can make a positive difference to your health if you **cut out those extra drinks through the week**.
 It's not about stretching yourself. www.drinkaware.co.uk
 BF: Treatise! Turning off.
<http://www.drinkaware.co.uk> to getting advice and talk at drinkaware.co.uk

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Phase 2 Stimulus: Workout

4 x Print ads



4 x Radio ads



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Stimulus: Web

How alcohol affects your body and can risk your health

How many drinks do you have a night?

4

Now see the difference a small change makes

1 2 3 4 5

RISK

A drink a night means **High Risk** of long-term health issues.

Try cutting back to 3 drinks a night to reduce your risk significantly.

Actions I can take: **Get more support**

Take a look under the hood

CTA lorem ipsum dolor sit amet >

CTA lorem ipsum dolor sit amet >

vodafone UK 11:55

My Goals

amount of alcohol you drink

You choose the goals, we'll help you achieve them, you win awards! Choose from:

- No Drink Day**
Choose days of the week that you pledge not to have any alcohol.
- Drink One Less**
Pledge to cut out 1 or more drinks on a drinking day, and track the benefits.
- Drink Within Guidelines**
Stay within the lower risk guidelines or choose a limit you don't wish to exceed.

What kind of drinker are you?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
The "END OF THE WEEK-ER"								49 units	
Small change								35 units	
Big difference	11.3%		5.6%		What does a change in risk mean? Lower alcohol intake can reduce your risk of long-term health issues. Lower alcohol intake can also reduce your risk of liver disease, heart disease, and cancer.				How often? 1 year

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Phase 3 Stimulus: Heads Up



Radio

'Nanny'

Man: Hard man Ray Winstone gives blokes a 'heads up' on drinking in a very honest down-to-earth way.

Ray Winstone:
The 'Nanny State'.
Bunch of killjoys telling you what to do - you want to tell them where to get off.
So what I'm about to say is merely a suggestion.
Have a think about what you drink at home through the week.
The 'helluva day drink', the 'one with a takeaway drink', the 'one in front of the telly' drink.
They all add up right?
But cutting out just a few of those drinks could make a positive difference to your health.
As I said, this is merely a suggestion.
Ultimately, it's your shout.
See for yourself what cutting back can do, at drinkaware.co.uk.



How are your drinks at home adding up?

Cutting out just a few drinks through the week, can make a big difference to your health. Find out for yourself at:

drinkaware.co.uk

Phase 3 Stimulus: Build Up



Radio

'DIY'

Man: TV presenter Nick Knowles (DIY SOS) asks blokes to consider how their weekly drinks can build up.

Nick Knowles:
Alright guys, here's a little bit of DIY for you to try.
Work out yourself how many drinks you have at home through the week.
We all like a couple after a hard day...but count them all up.
Got a number? Great.
It can help you get a concrete picture of your drinking.
And how cutting out just a few of those drinks can make a positive difference to your health.
But don't take my word for it.
Find out for yourself what a little less can do, at drinkaware.co.uk.



If you saw how your drinks at home built up, would you cut back?

Find out for yourself what a little less can do at:

drinkaware.co.uk

Profiles of men recruited to take part in the research.

Nottingham		
Phase1: 2 x focus groups		
Social grade	Age	Units/week band
C1	60	52
C1	53	32
C1	53	30
C1	49	22
C1	57	32
C1	58	38
C1	58	28
C1	57	55
C2	52	60
C2	45	49
C2	52	136
C2	57	98
C2	47	28
C2	52	38
C2	50	55
D	60	28
Phase 2: 2 x focus groups		
B	55	40
B	60	40
B	60	65
C1	45	26
C1	51	24
C1	59	65
C1	46	56
C1	48	96
C2	47	40
C2	47	28
C2	49	75
C2	60	54
C2	50	30
C2	45	40
D	47	80
D	52	24
Phase 3: 2 x focus groups		
C2	59	24

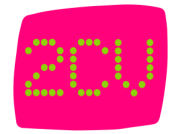


B	50	24
B	56	26
B	60	33
C1	49	36
C1	54	53
C1	47	32
C1	45	44
C1	45	47
C2	50	36
C2	45	34
C2	52	36
C2	47	19-20
C2	54	20.5 -33
C2	45	30
C2	45	40-50
C2	47	28
C2	58	48
C2	60	24
D	54	67
D	59	32
D	49	20

Kent		
Phase 1: 2 x focus groups		
Social grade	Age	Units/week band
B	45	24
B	57	38
B	45	50
C1	51	40
C1	53	80
C1	54	22
C1	49	29
C1	55	54
C2	55	38
C2	52	35
C2	60	28
C2	45	21
C2	50	50
D	49	43
D	59	25

D	49	34
Phase 2: 2 x focus groups		
B	49	104
B	50	51
B	60	22
B	51	30
C1	45	43
C1	58	24
C1	48	29
C1	52	42
C2	46	24
C2	51	48
C2	60	56
C2	47	46
C2	56	50
C2	60	21
D	54	84
D	60	28

Newcastle		
Phase 1: 2 x focus groups		
Social grade	Age	Units/week band
C1	50	32+
B	59	46
B	47	56
C1	58	24
C1	52	35
C1	52	29
C1	55	70
C1	46	40
C2	45	37
C2	60	119
C2	50	31
C2	46	22
D	59	50
D	50	38
D	45	27
D	54	49
Phase 2: 2 x focus groups		
B	60	24



B	50	30+
B	46	34
B	48	34
C1	50	16
C1	54	48
C1	45	40
C1	59	20
C2	47	39
C2	46	36
C2	60	40
C2	59	23
D	46	36
D	45	38
D	50	26
D	54	55