



Ad Venture Competition 2012/2013 – Brief

Challenge

The Ad Venture Competition challenge for this year is to raise awareness about the risks of binge drinking (heavy drinking 4-5 alcoholic drinks at a time) among people aged 18 – 25 years across Europe. The campaign should be readily adaptable for use in the 27 Member States of the European Union. The focus should be on the importance of making the target group aware that binge has negative consequences on an individual's health and that drinking less is the key.

Background

Alcohol related harm is a major public health concern in the European Union (EU), accounting for over 7% of all ill-health and early deaths. Europe is the heaviest drinking region in the world; consumption levels in some countries are 2.5 times higher than the global average. Alcohol is one of the 4 top risk factors for developing diseases such as cancer or cardiovascular disease (non-communicable diseases). 55 million people are estimated to drink alcohol to harmful levels in the EU. 23 million people in the EU are dependent on alcohol.

One in three adults across the EU says they binge drink at least one a month. This harmful drinking pattern is becoming more widespread throughout Europe.

The last 10 years have seen harm increases in the numbers of young people with hazardous drinking patterns. Habits such as binge drinking put young people at particular risk from the dangers of excessive alcohol consumption. Alcohol has a major effect on health. It increases the likelihood of accident, injuries and death. Moreover, heavy drinking at an early age is more likely to lead someone to become an alcoholic earlier.

Alcohol harm is disproportionately high among young people (an estimate of 115,000 deaths per year) and alcohol is the single biggest cause of death among young people. Alcohol-related deaths account for around 25% of all deaths in young men aged between 15 and 29 years old. Alarmingly, 43% of 15-16 year old European students reported heavy binge drinking during the past 30 days.

Desired Position

The overall objective is to make people aged 18 – 25 aware of the problem of binge drinking and inform them about the harm it causes to health. This includes explaining the risks and serious consequences of excessive alcohol consumption for the health of young people as well as for their social well-being. The aim is to make known risks to life and health and promote less alcohol consumption.

Clients

1. The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governemental and public health and well-being organisations. It advocates the prevention and reduction of alcohol related harm in Europe through effective and evidence-based alcohol policy.



2. European Commission, Directorate General Health and Consumers (DG SANCO) – the European Commission is striving to make Europe a healthier, safer place, where consumers can be confident that their interests are protected.

Target Audience

The target audience is European people aged 18 – 25 years. Due to its pan-European character and the possibility of it running live, the campaign should be:

- ✓ designed as a pan-European campaign
- ✓ in English
- ✓ this campaign needs to run in countries all over Europe so do not rely on local humour or use local personalities etc which may not work in other countries

Key messages

- ✓ Don't binge drink – less is better
- ✓ Binge drinking damages your health

Aim

Increase awareness of the dangers of binge drinking due to its negative consequences on individuals' health and social well-being and convince the target audience to drink less alcohol. The campaign should convey the message "Don't binge drink – less is better."

Tonality

Think carefully about the underlying causes of binge-drinking. There are many ways to achieve your goals – you will need to decide whether a positive or negative approach is the best way forward.

One specific criterion according to which your campaign will be judged is its direct applicability, taking into account different languages and cultures in the EU, without further need for adjustment.

Format

Teams are encouraged to consider all promotional channels, online, TV, cinema, radio, print, outdoor, multi-media and social networks etc. to bring the integrated campaign to life.



Research and useful links

Clients

- **European Commission**, Directorate General Health and Consumer Protection (DG SANCO): http://ec.europa.eu/health/alcohol/events/ev_20091112_en.htm
- **European Alcohol Policy Alliance- Eurocare**: www.eurocare.org

Research and useful links

- European Commission, DG SANCO [Harmful drinking](#) factsheet
- European Commission, [EU strategy to support Member States in reducing alcohol related harm](#)
- Council of the European Union, [Conclusions of the Council of 2 June 2004 on alcohol and young people](#)
- European Commission, Study on "[The affordability of alcoholic beverages in the European Union - Understanding the link between alcohol affordability, consumption and harms](#)"
- European Commission, '[Alcohol in Europe- a public health perspective](#)' report
- European Commission, '[Youth specific aspect of alcohol](#)', Taskforce report
- European Commission, [Does marketing communication impact on the volume and patterns of consumption of alcoholic beverages, especially by young people?](#) Science Group of the European Alcohol and Health Forum report

Surveys

- **The European School Survey Project on Alcohol and Other Drugs (ESPAD)**, [The 2011 ESPAD Report Substance Use Among Students in 36 European Countries](#)
- **Alcohol Policy Youth Network** : [The Alcohol Policy Youth Network](#)
- **ACTIVE** : [ACTIVE- Sobriety, Friendship and Peace](#)