

Aware.Org's Youthful Take on Responsible Drinking



AT A GLANCE

Aware.org teamed up with Student Village to encourage responsible drinking among young people. Their mission: make responsible drinking cool and show that having fun doesn't mean risking your future or others' lives.

CLIENT TESTIMONIAL

**Carmen Mohapi,
Managing Director**

"The team are a pleasure to work with - amiable, creative and have a really great network within the student space. Communication is superb and they truly behave like partners."

CONTACT

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OBJECTIVE

Aware.org is all about championing responsible drinking, especially among young adults. They aimed to connect with college students, both online and in person, to spread the word on the dangers of binge drinking and highlight how alcohol affects the mind.

SOLUTIONS

Aware.org teamed up with Student Village to launch a mega campaign that rocked campuses nationwide! We went all-in with three cool ways to spread the word:

- 1. Campus Fun:** On-campus adventures with drink calculators and wacky goggles that mimicked too much partying. It was all about hands-on learning!
- 2. Online Vibes:** Not stopping there, we took the party to the web, with awesome social media buzz and online missions aimed at getting students to complete an online survey on responsible drinking.
- 3. Outdoor Activations:** We got the campaign onto billboards on campus, shopping centres, public transport areas, and more.

HIGHLIGHTS AND RESULTS

- > Total reach - +1.1 Million
- > 49 399 interactions were recorded, demonstrating a high level of interest and involvement from the target audience
- > Total student influencer reach of +140 000
- > Over 30 whatsapp promoters hired
- > Total whatsapp reach of over 15 000
- > 6 campus activations
- > 3078 surveys completed