



CAMPAIGNING TO REDUCE DRINK DRIVING IN TAIWAN

Through celebrity endorsements, and adopting a multi-media approach, supported by close collaboration with partners, including government agencies, all played a part in the success of this campaign which reached thousands of people in Taiwan with a simple message: 'Don't drive if you're going to drink!'

More than 10,500 posters placed in petrol stations, motor vehicle offices and other key locations helped our partnership with the Taiwanese Ministry of Transportation and Communication reach 276,118 people in a campaign backed by Dreamgirls singer Emily Song.

DIAGEO TACKLES DRINK DRIVING WITH KUNHADI IN LEBANON

Diageo has an established partnership operating since 2011 with the Kunhadi NGO in Lebanon, which focuses on road safety. We are working together to raise awareness of the dangers of drinking and driving particularly in relation to the newly enacted BAC laws in Lebanon. In partnership with the NGO, we have increased public awareness on the new laws through disseminating educational materials. Diageo is also sponsoring Kunhadi 'taxi nights', which can involve up to a thousand people at a time. The campaign is promoted in the media and on YouTube.

DIAGEO
CELEBRATING LIFE,
EVERY DAY, EVERYWHERE

POLICIES AND PARTNERSHIPS

Working together to tackle drinking and driving



OUR BRANDS ARE MADE WITH PRIDE, AND MADE TO BE ENJOYED – RESPONSIBLY.
Alcohol can be part of a balanced lifestyle, when consumed moderately and responsibly, by those who choose to drink, and can play a positive role in social occasions and celebrations.

The misuse of alcohol, however, can cause serious problems for individuals, communities and society. For Diageo as a business, and for the men and women who work for Diageo around the world, the social consequences of alcohol misuse are real and important. We know that alcohol misuse can damage our reputation, the reputation of our brands, and our licence to operate. As members of families and communities, we know the consequences of misuse can harm individuals and those around them. We care passionately about helping to reduce alcohol related harm in society, through our own programmes and through partnership and collaboration with others and we seek to provide consumers with the information and tools they need to make responsible choices about drinking, or not drinking.

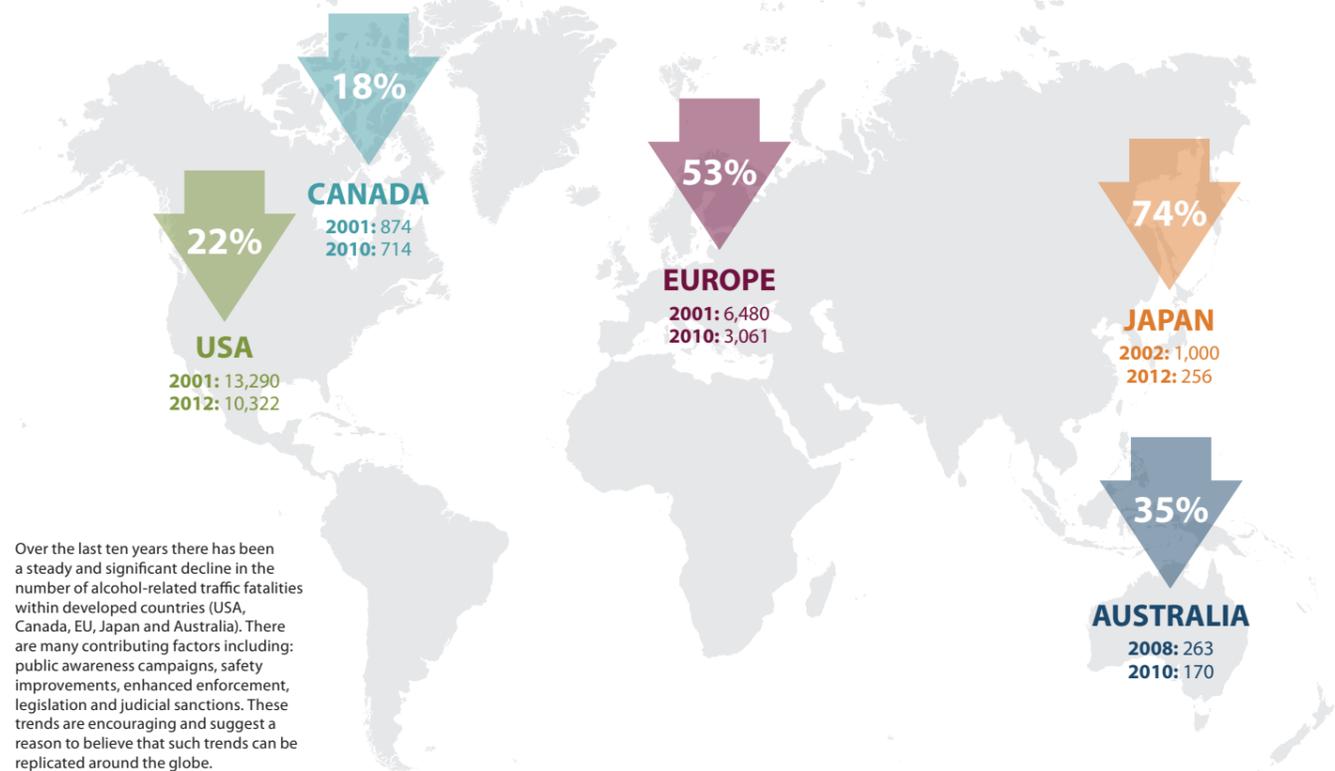
One area of focus for Diageo is the prevention of drinking and driving. Over the last decade, developing markets have shown positive downward trends in alcohol related traffic fatalities. This is encouraging, but there is more to do. We want to work with others to replicate and accelerate those trends across all markets. The United Nations has declared 2011-2020 the Decade of Action for Road Safety - part of that calls for a multi-stakeholder approach to addressing drinking and driving. We fully support this goal and will continue to promote effective policies and programmes through partnerships in our communities.

Alongside this, we are keen to continue to play our role and recognise that by working in partnership we can often achieve more. The following examples show how we work together with others to tackle drinking and driving – either through campaigns to raise awareness, or supporting police with training or the provision of equipment, or advocating effective policies – or a combination of all three.

FOR EXAMPLE, DIAGEO SUPPORTS THE FOLLOWING GOOD PRACTICES:

- ✓ Legislation on minimum blood alcohol concentration (BAC) limits, with lower limits for novice, commercial and public transport drivers
- ✓ High visibility enforcement of BAC levels such as sobriety checkpoints
- ✓ Rehabilitation programmes and alcohol interlocks (breathalysers in cars) for convicted drink drivers
- ✓ A consistent and stringent penalty system with tougher penalties for repeat or high BAC offenders
- ✓ Improved curriculum in driving schools and tests that address drink driving laws
- ✓ Campaigns to raise awareness and change attitudes, such as designated driver campaigns, pacts against drinking and driving.

ALCOHOL-RELATED TRAFFIC FATALITIES TREND DOWN ACROSS DEVELOPED COUNTRIES



Over the last ten years there has been a steady and significant decline in the number of alcohol-related traffic fatalities within developed countries (USA, Canada, EU, Japan and Australia). There are many contributing factors including: public awareness campaigns, safety improvements, enhanced enforcement, legislation and judicial sanctions. These trends are encouraging and suggest a reason to believe that such trends can be replicated around the globe.

Australia
Source: Transport Infrastructure Council
2008-2010 is an average for each year and is then compared to 2012. No other data for the other years

EU
Source: European Transport Safety Council
22 countries covered (EU 28 minus Croatia, Ireland, Italy, Malta, Portugal and Romania)

United States
Source: National Highway and Transport Safety Administration
Stats reflect alcohol-impaired driving (ie not necessarily above legal BAC level)

Canada
Source: Statistics Canada
Stats reflect alcohol-impaired driving (ie not necessarily above legal BAC)

Japan
Source: National Police Agency, Insurance Association of Japan

For more information about Diageo's activities to tackle drink driving, please contact Carolyn Panzer at carolyn.panzer@diageo.com

DRINKIQ

As part of the implementation of the Global Beer, Wine and Spirits Producers' Commitments, we are working with other companies, governments and NGOs on anti-drinking and driving initiatives in six countries: China, Colombia, Mexico, Nigeria, Russia, and Vietnam. The International Alliance on Responsible Drinking (IARD) is coordinating activity in each country. Recent highlights include:

China: Multiple drink driving awareness campaigns were launched to reach high risk groups such as motorcycle riders and novice drivers.

Colombia: Proyecto Patrullero (Project Patrolman) was implemented in six cities to facilitate seminars on checkpoint protocols for law enforcement and educate officials and the general public about responsible drinking.

Mexico: Law enforcement experts participated in checkpoints twice per month and held follow-up meetings to share observations and recommendations with local police in Puebla.

Nigeria: A research protocol and questionnaire was developed in order to conduct roadside surveys on drink driving prevalence in six geopolitical zones; the North Central zone was completed in 2014.

Russia: The Avtotrezvost (Auto Sobriety; www.avtotrezvost.ru) training module for novice drivers on drinking and driving was launched as a supplement to the driving schools' existing course on traffic regulations.

Vietnam: With support from the Vietnam Road Administration and municipal departments of transport, the program focused on reaching professional drivers with don't drink and drive communications; checkpoints were also conducted by local law enforcement.

Learning from our pilots, we will expand them to Cambodia, Dominican Republic, Namibia, South Africa, and Thailand in 2015.



ROAD TO SAFETY IN INDIA

We've teamed up with government agencies, an NGO, and leading Indian national news channel NDTV in a campaign to reduce drink driving, excessive drinking and underage consumption in 30 cities.

Working across 12 Indian states, the programme includes building the capacity of enforcement agencies, the distribution of high quality breath alcohol analysers, training drivers of commercial vehicles such as school bus, truck and auto rickshaw drivers, and educating university students on the dangers of underage drinking.

Using television ads, radio promotions, digital and on-ground activation, and celebrity messages to deliver the campaign, we reached three million people through digital platforms and garnered over 250,000 pledges to not drink and drive.



DRIVE DRY IN SOUTH AFRICA

In partnership with Brandhouse, other NGOs and South African transport authorities, we have been running the Drive Dry campaign since 2007. Its message: 'Don't Drink and Drive', targeted at 21-35 year-olds, is hard-hitting and designed to reduce alcohol-related deaths. 2015 saw the introduction of the 13-part 'Aziwe Ke' radio drama which follows the lives of four young aspiring South Africans and how a single moment can end up destroying their dreams. The radio drama was produced in five languages and featured on five popular African radio stations. The campaign was supported by digital and social media competitions and advertising, and saw over 15,000 listeners declaring their intent not to drink drive on www.drivedry.co.za. Drive Dry also brought messages of the dangers of drinking and driving through award winning TV commercials to all South Africans. Drive Dry also participated in corporate events with Ford SA and Masterdrive to promote road safety and disseminate educational materials.



TWA KWANO MMOM – TACKLING DRINK DRIVING IN GHANA

The Twa Kwano Mmom campaign aimed to reduce drink driving in Ghana, based at five major transport terminals in the cities of Great Accra, Tema, and Kumasi. Clinical psychologists from the University of Ghana Medical School provided information on the effects of alcohol on the 1,230 commercial drivers who participated, while random breathalyser tests were set up at the terminals' exit points.

Any drivers who tested positive for alcohol – a blood alcohol concentration (BAC) of more than 0.08 – were replaced and sanctioned by their union executives. Drivers who behaved responsibly and did not engage in drink driving during the programme were rewarded. Of the 1,500 breathalyser tests in the first week of the campaign, 33 were positive for alcohol. The 4,841 tests conducted in subsequent weeks, however, resulted in no positive tests at all.

The campaign has been endorsed by the Ministry of Health, the Ghana Police Motor Transport and Traffic Department (MTTD), the National Road Safety Commission (NRSC), and the Ministry of Transport.



JOHNNIE WALKER'S RESPONSIBLE DRINKING CAMPAIGN 'JOIN THE PACT' WHICH ENCOURAGES CONSUMERS TO NEVER DRINK AND DRIVE REACHES 2 MILLION COMMITMENTS

Since 2005, Johnnie Walker's sponsorship and involvement in Formula One has been used as a platform to deliver the global responsible drinking campaign, 'Join the Pact'. 'Join the Pact' invites consumers to make their commitment to never drink and drive and in return gives one kilometre of safe rides home for every commitment made.

Johnnie Walker Responsible Drinking Ambassador, two-time Formula One World Champion Mika Häkkinen and McLaren Honda drivers Jenson Button and Fernando Alonso have taken the campaign to over 40 countries, collecting over 2 million signatures.

Evaluation in market shows that over 80% of the participants in the 'Join the Pact' initiative are unlikely to drink alcohol at all when they drive. Three quarters of the participants are also likely to talk about the Pact to others, helping to spread the message to 'never drink and drive'.

In September 2014, as part of the new partnership with the Formula One Group, Johnnie Walker confirmed plans to increase its investment behind the campaign. 'Join the Pact' will be activated in even more territories with the ambition of collecting five million commitments by 2018 and delivering five million kilometres of safe rides home.



JOIN THE PACT IN BRAZIL

In November 2014 in Brazil, Johnnie Walker re-launched its 'Join the Pact' campaign to encourage people to never drink and drive. Johnnie Walker Brazil pledged to give one million kilometres in safe rides home away over key events and festivals.

The campaign was launched by McLaren Honda Formula One driver Jenson Button and Brazilian model and actress Debora Nascimento. The campaign used social media and interactions with consumers in bars and nightclubs to deliver its important message and the 99Taxis App to deliver safe rides home.

130,000 taxi rides were taken as a result of the campaign, resulting in over one million kilometres of safe rides home being delivered with a reach of over seven million people through the digital aspect of the campaign. Research conducted following the campaign found that the number of people indicating they would take cabs when intending to drink' increased by 16%, showcasing a real shift in consumer attitudes.

JOIN THE PACT IN GREAT BRITAIN

Johnnie Walker launched a festive season 'never drink and drive' campaign in Great Britain in December 2014 as part of the Global 'Join the Pact' campaign. Following the collection of 25,000 commitments to never drink and drink at the Ryder Cup the campaign continued in Edinburgh with Global Responsible Drinking Ambassador, Two-Time Formula World Champion Mika Häkkinen and McLaren Honda Drivers Jenson Button, and Kevin Magnussen providing rides in Edinburgh city centre. In addition, the brand announced it would give away 30,000 kilometres in Great Britain during the festive season to encourage people not to drink and drive. The announcement was made the day before the drink driving legislation came into force in Scotland, reducing the blood alcohol limit from 80mg to 50mg in every 100ml of blood.

Diageo also entered a new partnership with the Department for Transport's 'Think!' campaign to promote not drinking and driving over the holiday period. The partnership communicated its message via outdoor media, Facebook and an above the line media campaign.

Robert Goodwill, Road Safety Minister, Department for Transport, said: "Most people know it is wrong to drink and drive but sadly there are still some people who don't think about their journey home before they have a drink. The safest option this Christmas is to pre-plan your travel home and don't drink and drive."