



HOPE RESEARCH GROUP



Evaluation of the Drink Right Campaign, Jamaica

Submitted to: Diageo

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INTRODUCTION:

- Evaluation of the Drink Right Campaign

What: Intercept survey

Where: Kingston & St. Andrew, St. Catherine, Manchester & St. James

Sample

Target: P3M Consumers of alcohol

Age: 18-35 years

Sample Size: 500:

350 Male & 150 Female

Objectives

- To test whether awareness of the campaign is positively related to responsible behaviour and negatively related to engaging in risky behaviour including binge drinking
- To test whether engagement with the campaign is positively related to responsible behaviour and negatively related to engaging in risky behaviour including binge drinking



Executive Summary:

Public Awareness of Drink Right

- ✓ 72% of the sample was aware of the Drink Right campaign
- ✓ Of this 72%, 47% said they believed their drinking behavior had improved as a result
- ✓ Slight differences were noted by age and gender as males were more likely to be aware of the overall campaign while females and those 18 - 24 were more likely to know of individual elements

Implication: High recall for Drink Right. However, there needs to be some common thread beyond the tag line that joins the different components together so forming a campaign.

Executive Summary:

Effectiveness of Drink Right

- ✓ Overall the campaign appeared to reinforce the existing global messages of responsible drinking and so in turn have a cumulative impact on the consumer
- ✓ The intended message not to drink to get drunk but to stay under one's limit was successfully communicated

Implication: Campaign successfully communicates message of drinking responsibly i.e. “knowing and staying below one’s limit”