

# Celebrate YOU!

## Get behind the ADF's newest campaign.

We've been through a lot these past few months, but we're getting through it... some of us have started to come out of COVID-19 induced isolation and are returning to a form of normality. The latest ADF campaign takes a positive frame on the benefits of reducing your drinking. The stats have told us that many people have changed their drinking behaviours during lockdown (starting earlier in the day, perhaps drinking a bit more than usual) and now's the time to rethink drinking.

That's why we've developed the "Celebrate YOU" health and behaviour-change campaign, celebrating Australians for making it through part, or all, of the COVID-19 lockdown, encouraging them to reduce their drink count and realise a host of achievable benefits that come from a few less drinks such as weight loss, better sleep, more money in your pocket, a healthier immune system and a reduced risk of breast cancer.

**Celebrate YOU: Here's to a few less drinks and the benefits we can achieve!**

HERE'S TO A  
**HEALTHIER**  
BANK BALANCE




A few less drinks means  
more on your bottom line.

#CelebrateYOU

**ADF** | Alcohol  
and Drug  
Foundation

HERE'S TO A  
**STRONGER**  
IMMUNE SYSTEM




A few less drinks means  
a healthier social life.

#CelebrateYOU

**ADF** | Alcohol  
and Drug  
Foundation

HERE'S TO  
**LOWERING**  
YOUR RISK OF BREAST CANCER



A few less drinks means a better  
chance of staying healthy for life.

#CelebrateYOU

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and Drug  
Foundation

HERE'S TO  
**DROPPING**  
THOSE EXTRA KILOS



A few less drinks means  
a lot less kilojoules.

#CelebrateYOU

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and Drug  
Foundation

HERE'S TO A  
**BETTER**  
NIGHT'S SLEEP



A few less drinks means you'll  
be up early to greet the sun.

#CelebrateYOU

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## Target audience.

The target audience for this campaign is primarily women aged in their early 20s to late 30s. The campaign will be promoted on digital and social media channels (Instagram Facebook and health and wellbeing websites) as we know this group is very active in these spaces and doesn't engage or trust traditional sources of media and news as much.

According to data from the Australian Bureau of Statistics, millennial females been feeling very stressed during COVID-19 and feel that lockdown has had a large impact in their lives. Whilst the primary health goals for this audience are losing weight, reducing stress/anxiety and improving sleep quality, only 10% identified cutting down or stopping drinking alcohol as a health goal. By targeting this audience, we can align with their existing goals and demonstrate how reduced drinking can support this.

## Campaign approach.

We have created five ads that will appeal to the personal values and goals of this target audience. Each ad will highlight the benefits of a few less drinks with the aim to help people consider whether their drinking is getting in the way of them achieving their personal goals. The ads take the form of five six-second videos and a selection of still images. Each of these represents a different benefit. The campaign will launch nationally on Friday 10 July and will run for three weeks.

## How you can support this campaign.

As our staff and supporters, please help us to spread the word!

Get behind the campaign by following us on our social media platforms and sharing these posts with your community including your family and friends.

This really helps extend the reach and success of the campaign. It doesn't matter if you're not the target audience as the ads could resonate with people beyond the target group or could make their way to the target via your sharing!

Follow us here:



Facebook



Instagram



Twitter

Then, keep an eye on our social channels over the next three weeks starting Friday 10 July and share our campaign posts with your own networks – family and friends!