

DIAGEO LAUNCHES NEW GB UNIVERSITY STUDENT RESPONSIBLE DRINKING CAMPAIGN

LONDON 27 September 2022 - Diageo, maker of Smirnoff, Gordon's and Guinness, has today launched a responsible drinking campaign to coincide with GB university students starting their new academic year. "Do you really want to go there?" will be running in digital outdoor sites across campuses in England, Scotland and Wales.



With a recent study finding that over 40% of university students say they find it hard not to drink too much on a night out^[1], the campaign will use relatable, eye-catching creative to help students understand how many units of alcohol are contained in popular drinks, such as a pint of beer or a gin and tonic and remind them that drinking too much out can have unwanted consequences.

The campaign will run on campus digital billboards at Edinburgh, Newcastle, Sheffield, Cardiff and Oxford University. The second stage of the campaign will be a targeted social media programme in these towns in November to further amplify the message in the run up to the festive period.

Nuno Teles, Managing Director Diageo Great Britain said "Starting at University is an exciting time in any young adult's life. We hope that this campaign will catch the attention of UK students as they socialize with their new friends and gently remind them of the potential consequences of having a drink too many."

Diageo is committed to promoting moderation and addressing the harmful use of alcohol as part of its 10-year sustainability action plan *Society 2030: Spirit of Progress* by reaching one billion people with targeted messages of moderation by 2030. This campaign is the latest step in Diageo's continued commitment to promote responsible drinking, with ongoing programmes including Wrong Side of the Road, aimed at changing attitudes towards drink driving and Smashed, aimed at tackling underage drinking. Diageo has a strong track record of ensuring its brands depict and encourage only responsible

^[1] "41% of respondents indicated they found it difficult not to drink too much on a night out." [National Union of Students \(NUS\), 2020-21, Students and alcohol | 2020-21. Research into students' relationship with alcohol at institutions participating in Alcohol Impact.](#)

drinking. Recent campaigns include *Guinness Clear* and *Mates Don't let Mates Drink and Drive* from Captain Morgan.

- ENDS -

Notes to Editors:

The creative assets were created by adam&eveDDB.

The digital out of home adverts will be in the campus areas of the following universities throughout September:

- Edinburgh University
- Newcastle University
- Sheffield University
- Cardiff University
- Oxford University

For further information please contact:

Press@diageo.com, +44 (0) 7803 856 200

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company whose products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice. Follow us on Twitter and Instagram for news and information about Diageo: @Diageo_News and @Diageo.

Celebrating life, every day, everywhere

drinkaware

Drinkaware:

Please drink responsibly and please do not forward to anyone under the legal purchase age