



Sex Talk Does Sell

15 July 2016

Talking to teens about alcohol has gotten a bit easier thanks to *Cheers!* edgy ‘What If We Talked About Sex Like We Talk About Drinking’ campaign.

The video at the heart of the campaign has been viewed almost 190,000 times since it was launched in May. This has generated 13,000 additional visits to the *Cheers!* website and the ‘Talking to Teens’ information pages with click through rates above industry averages.

“Although all the official government statistics show that younger drinkers are drinking less and more sensibly we want to keep this positive trend going,” said *Cheers!* spokesperson Robert Brewer.

“The campaign therefore gives parents the confidence and tools they need to discuss safe and social drinking with teens, to help them make better, more informed drinking choices. This is at the core of what *Cheers!* stands for,” Brewer said.

The launch of the campaign was timed for school ball season, a notoriously difficult time for teens around alcohol. The next phase will take place at another typically critical period for teen drinking - the summer holidays and New Year’s Eve.

Brewer said the campaign is based on research showing that teenagers think their parents do well on the sex talk but not so well on advice about drinking. And since parents are the single most important influence on the way children approach alcohol it’s important for them to not only model good drinking behaviour but get the advice and information right as well.

“By the end of summer we will be able to quantify how successful the campaign has been, and we’re confident it will have helped parents to have better conversations with their teens about how to be smarter around alcohol.”

ENDS

For further information contact Robert Brewer – +64 21 505044

Editors’ Note:

Campaign run through Facebook (average Click Through Rate = 2.09% - campaign CTR = 2.98%) and TVNZ On Demand (average CTR = 1% - campaign CTR = 2.03%). To view the video go to www.cheers.org.nz

Cheers! is part of The Tomorrow Project – a joint industry-funded charity established in 2012 with the objective of helping to create a moderate drinking culture by providing the facts, tools and experiences drinkers need to stay safe and sociable when they’re drinking. The Tomorrow Project partners are the Brewers Association of Australia and New Zealand, Spirits New Zealand and New Zealand Winegrowers.