

Have a **little less,**

feel a lot **better.**



Have a little less, feel a lot better

An integrated three year campaign

To get: UK males aged 45-64, drinking above the low risk guidelines

To: reduce their routine home drinking

By: Persuading them that **small reductions** in alcohol can make a **big difference** to their health



Have a little less, feel a lot better

Campaign timeline – 2017

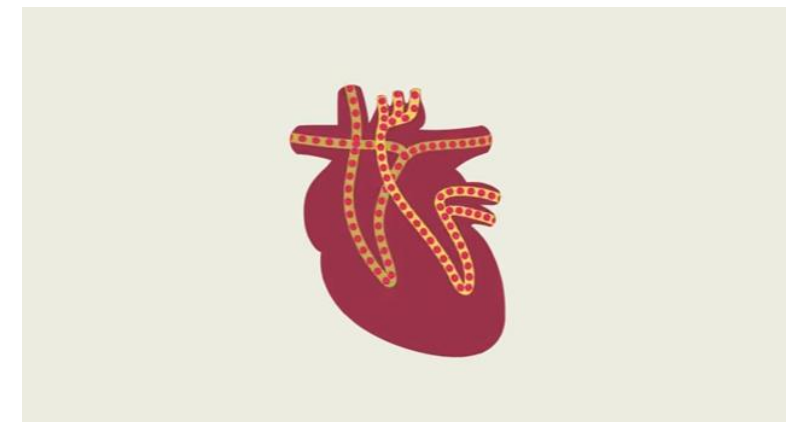
March/April 2017

Have a little less, feel a lot better is a multichannel, integrated campaign aiming to help men aged 45-64 years old, who are drinking above the government's low risk guidelines, to reduce their drinking.

Our campaign **launched in May 2016 for 4 weeks** and again in **September for 12 weeks**.

It utilises a range of new features including a **personalised interactive tool**, and **5 new videos on alcohol-related health harms**.

These raise awareness of how just small changes to everyday, routine at home drinking could make a big difference to their health.



Have a little less, feel a lot better

Partnerships

This presentation details the various ways you can promote the *Have a little less, feel a lot better* campaign to your customers including:

- Social media assets to share with your communities
- Digital marketing assets for your websites
- Print promotional assets
- Copy for intranet or email marketing campaigns
- Adverts for internal radio stations

You can also view the [campaign landing page here](#).

[Thank you for your support.](#)

drinkaware

How are your **drinks** **stacking up** through the week?



Cutting out just one or two every time you drink could improve your health and even lower your blood pressure.

See how at drinkaware.co.uk/littleless






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Suggested copy & images for Facebook

[Click here to download these social media assets](#)

Message/timings	Copy	Image
<p>General message of support</p> <p>Beginning of the campaign</p>	<p>We're supporting the @Drinkaware Have a little less, feel a lot better campaign.</p> <p>See if your drinking could affect your health. Visit their new web page for more information: www.drinkaware.co.uk/little-less</p>	 <p>Download image here.</p>
<p>General message of support</p> <p>Beginning of the campaign</p>	<p>Want to know if you're drinking if affecting your health? We're supporting the @Drinkaware Have a little less, feel a lot better campaign.</p> <p>Use the interactive tool: www.drinkaware.co.uk/little-less</p>	 <p>Download image here</p>
<p>Sports message</p> <p>Any time</p>	<p>Having a few drinks in front of the footie? Discover how cutting back could improve your health.</p> <p>Check out @Drinkaware's Have a little less, feel a lot better campaign here: www.drinkaware.co.uk/little-less</p>	 <p>Download image here</p>
<p>Weekend message</p> <p>Fri/Sat/Sun</p>	<p>How are your drinks stacking up through the week? Use @Drinkaware's interactive tool to find out.</p> <p>Have a little less, feel a lot better: www.drinkaware.co.uk/little-less</p>	 <p>Download image here</p>
<p>After work message</p> <p>Evenings</p>	<p>Want to cut down on drinking at home after work? See how it could help to improve your health.</p> <p>Have a little less, feel a lot better. Learn more with @Drinkaware's new tool: www.drinkaware.co.uk/little-less</p>	 <p>Download image here</p>

Have a little less, feel a lot better NEW images for Facebook






[Click here to download these social media assets](#)



Have a little less, feel a lot better

Suggested copy & images for Twitter

[Click here to download these social media assets](#)

Message/timings	Copy	Image
General message of support Beginning of the campaign	We're supporting the @Drinkaware Have a little less, feel a lot better campaign. Take a look http://bit.ly/23rd7rV	 Download image here.
General message of support Beginning of the campaign	See how you can have a little less and feel a lot better with @Drinkaware's campaign: http://bit.ly/23rd7rV	 Download image here
Sports message Any time	Could you drink less watching the footie? Discover the benefits of cutting back with @Drinkaware: http://bit.ly/23rd7rV	 Download image here
Weekend message Fri/Sat/Sun	How does your drinking compare to the rest of the UK population? Use @Drinkaware tool to find out: http://bit.ly/23rd7rV	 Download image here
After work message Evenings	Want to cut down on drinking at home after work? See if it could improve your health on @Drinkaware http://bit.ly/23rd7rV	 Download image here

Have a little less, feel a lot better NEW images for Twitter

[Click here to download these social media assets](#)



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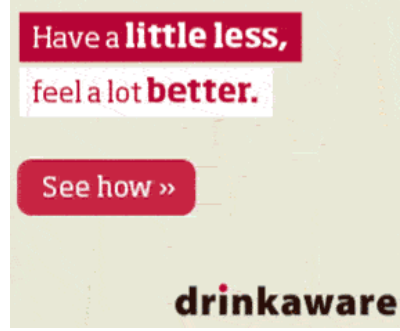
Suggested copy for videos

Message	Copy	Video
Alcohol and the heart	Having a few less each day you drink could help lower your blood pressure. Find out how.	Heart
Alcohol and mental health	Having a few less each day you drink could help improve your mental health. Find out how.	Mental health
Alcohol and weight	Having a few less each day you drink could help you manage your weight. Find out how.	Weight
Alcohol and erectile dysfunction	Having a few less each day you drink could help prevent erectile dysfunction. Find out how.	Erectile dysfunction
Alcohol and the liver	Cutting out just one or two every time you drink could help your liver recover. Find out how.	Liver

You can find all of our
YouTube [videos here](#)

Have a little less, feel a lot better

Digital assets for your website



[Click here](#) to download
all digital assets

Have a little less, feel a lot better

NEW digital assets for your website



[Download full digital MPUs here](#) to see full GIF effects

Have a little less, feel a lot better

Website banner



Have a little less, feel a lot better

Print promotional A3 posters



Cutting out just one or two every time you drink could improve your health and even lower your blood pressure.

See how at drinkaware.co.uk/littleless

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[Click here to download these posters](#)

Have a little less, feel a lot better

Copy for internal & external communications

Drinkaware is running a campaign to help men aged 45-64 make better choices about their drinking.

Drinkaware's **Have a little less, feel a lot better** campaign has been created to help men aged 45-64 years old recognise how small changes to their everyday drinking could have a benefits for their physical and mental health.

The multichannel campaign, launched in May 2016 and continued in September 2016, focuses on showing that regularly cutting back on just one or two drinks every time they drink can have a positive impact.

Personalised advice and support

Drinkaware's brand [new website landing page](#) features:

- An interactive, personalised tool that allows users to assess their own drinking and how cutting back could benefit their health
- 5 animated health harm videos to raise awareness of how drinking too much could effect the liver and heart, as well as impact on weight gain, mental health and erectile dysfunction.

Have a little less, feel a lot better also aims to direct people in the right direction for further help:

- Website support and advice on [how to cut down](#)
- [Support services](#) for those drinking excessively
- The [Drinkaware: Track & Calculate Units App](#)

Have a little less, feel a lot better

Radio adverts for your internal channels

We have 5 versions of radio adverts, recorded 4 different regional accents based on the harm regions we're targeting with our campaign:

- English
- Scottish
- Welsh
- Northern Irish

We can send you these recordings for use on your internal radio channels.



Please contact our
partnerships team to hear
more about the radio
recordings available

Have a little less, feel a lot better
Many thanks for your support

Thank you for supporting our **Have a little less, feel a lot better** campaign.

Please contact cgrayson@drinkaware.co.uk

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