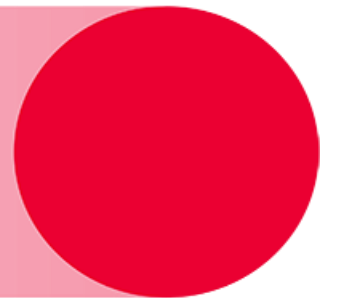


Drinkaware and Heineken UK: Engaging shared audiences to make cultural change

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Introduction

Drinkaware

- Drinkaware are the UK's leading alcohol charity with the aim of reducing alcohol harm, funded through unrestricted voluntary donations with support from over 400 organisations
- We do this through providing impartial, evidence-based information, advice and practical resources, raising awareness of alcohol and its harms and working collaboratively with partners
- Our vision is to ensure more people drink within the CMO's low risk drinking guidelines, more often and more of the time leading to a continued cultural shift towards low-risk drinking
- In the last 12 months, one in five (21%) of UK adults have been made aware of the health risks associated with alcohol by Drinkaware – second only to the NHS (27%).



Introduction

Who are HEINEKEN?

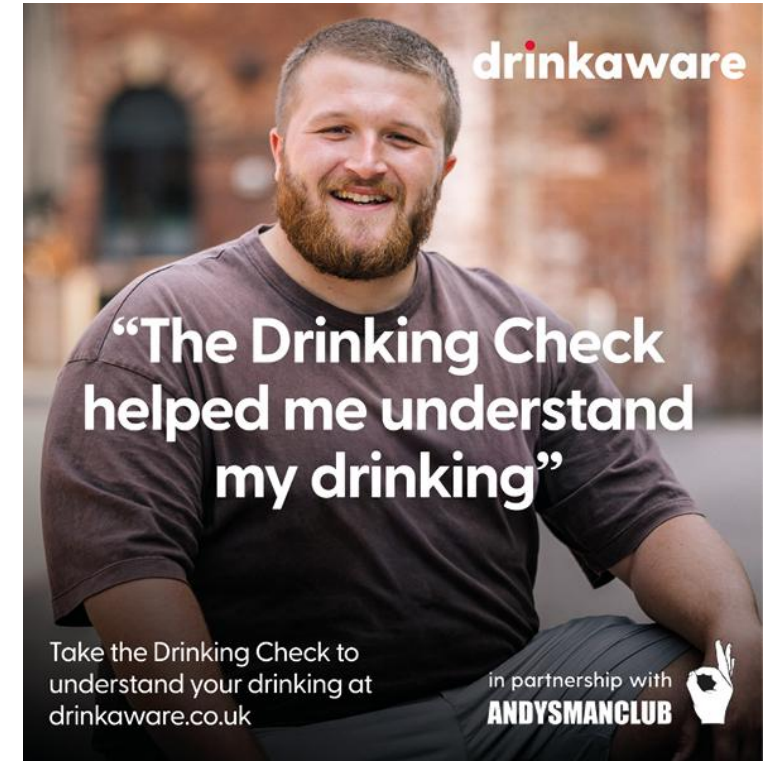
- In the UK, HEINEKEN are the nation's leading beer, cider and pub company and the name behind a host brands such as Inch's, Birra Moretti, Cruzcampo, Strongbow as well as Heineken.
- A core part of Heineken's global mission is our 'Brew A Better World' strategy, which encompasses Environment, Social and Responsible goals.
- Heineken's partnership with Drinkaware helps deliver on the 'Responsible' goals, with significant investment in development of our Low and No alcohol range, as well as supporting campaigns and initiatives to reduce harmful use and champion moderation.



Our audience

How do we work together to reduce harmful drinking?

- Majority of UK adults drink within the CMO's low risk drinking guidelines of 14 units per week with a steady increase over recent years (77% in 2018 – 82% in 2025*)
- However, we have a shared focus on reducing harmful drinking with approx. 8 million adults who regularly drink over the guidelines
- Using insights, we can identify groups more likely to drink at harmful levels as well as their behaviours
- Through our partnership, Drinkaware and Heineken created a plan to test and learn from a series of interventions to engage increasing risk drinkers and encourage them to moderate their drinking

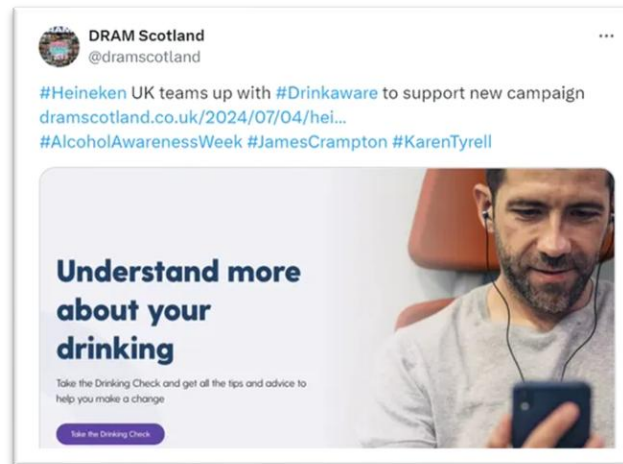


We tested three different interventions

Physical
activity and
social
connection

Digital
promotion of
screening tools

Encouraging
moderation
through alcohol
alternatives



1. Walking Football

- Older Men over-index within increasing risk drinkers
- Walking Football is accessible
- We could leverage our partnership with Huddersfield Town FC
- They worked through their networks to recruit a cohort of increasing risk drinkers



Physical activity and social connection

1. Walking Football

- Through surveys we saw from the 110 participants:
 - A consistent reduction in alcohol consumption
 - 100% of High-Risk drinkers reducing their drinking
 - Increased awareness of relationship with alcohol
 - Consistently positive feedback around social aspects
- Through our external evaluation, we highlighted ways we could provide further tailored information
- Next step is to build on this through working with another football club foundation to deliver Walking Football & Netball



'This experience has meant the world to me, and I know some of the other guys will agree.'

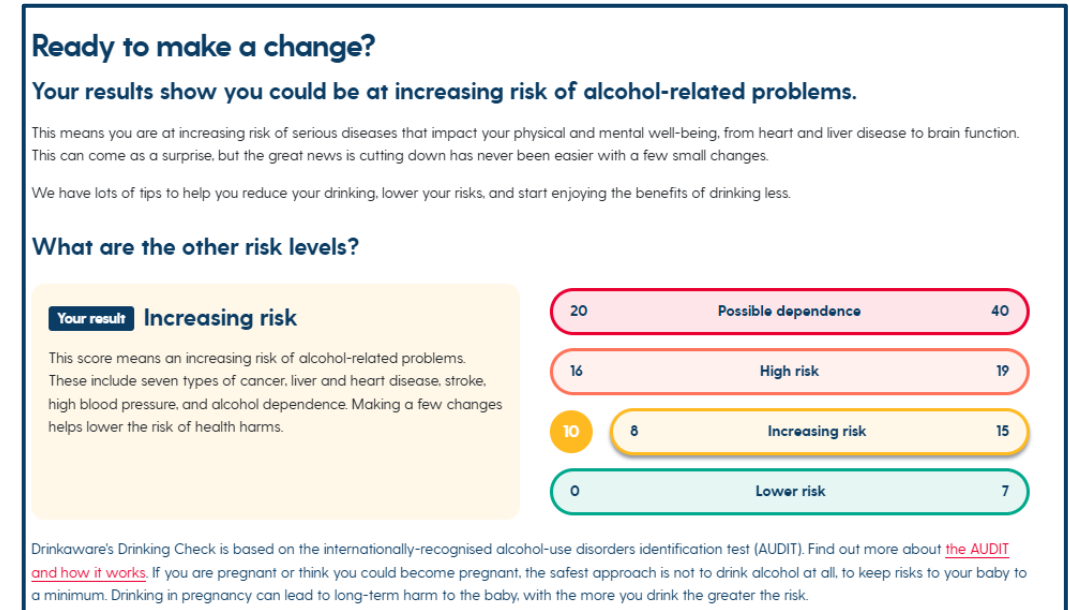
Participant

'I loved doing the surveys. I sat down and really thought about my answers, really seeing how I was feeling, you don't get the chance to do that a lot as a man my age.'

Participant

2. Digital promotion of screening

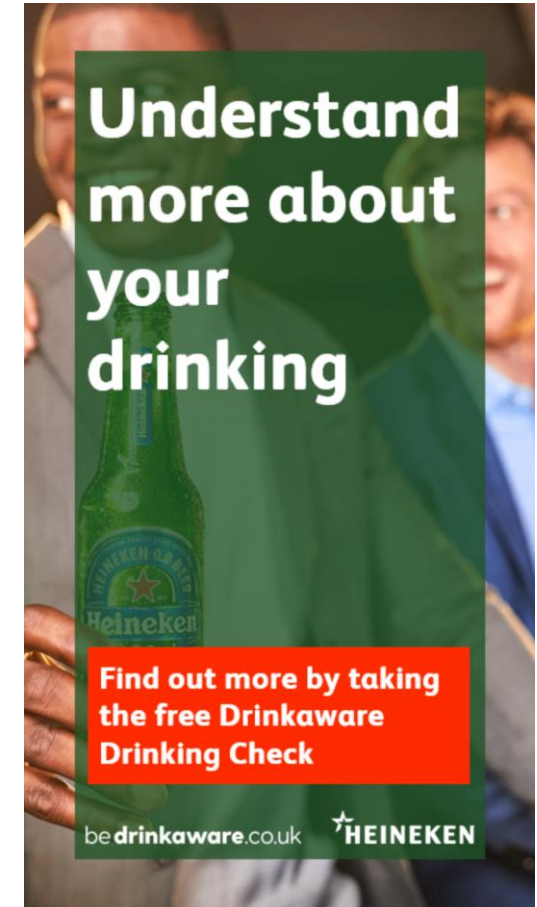
- One of Drinkaware's strategic priorities has been to promote use of our screening tool, the Drinking Check
- As an anonymous, digital, tool it offers the chance to be used in several settings and we know a majority choose to do so at home
- We find many increasing risk drinkers have not had a conversation about their alcohol consumption before – with 7 out of 10 completions coming from individuals who have not completed a screening before
- Reaching new audiences that have not engaged with Drinkaware is crucial to normalising screening for alcohol
- One of the ways Heineken communicates with its audiences is through digital and social channels



Screening

2. Digital promotion of screening

- Across three months we reached a huge audience who would not typically engage with Drinkaware with a total reach of 9.6 million adults
- Raised awareness of the Drinking Check with new audiences
- Drove over 4,000 completions of the tool with most completions coming from those who had not completed something similar before
- We have taken the learnings from this project and are applying them to another campaign to promote to Heineken digital audiences in Autumn 2025

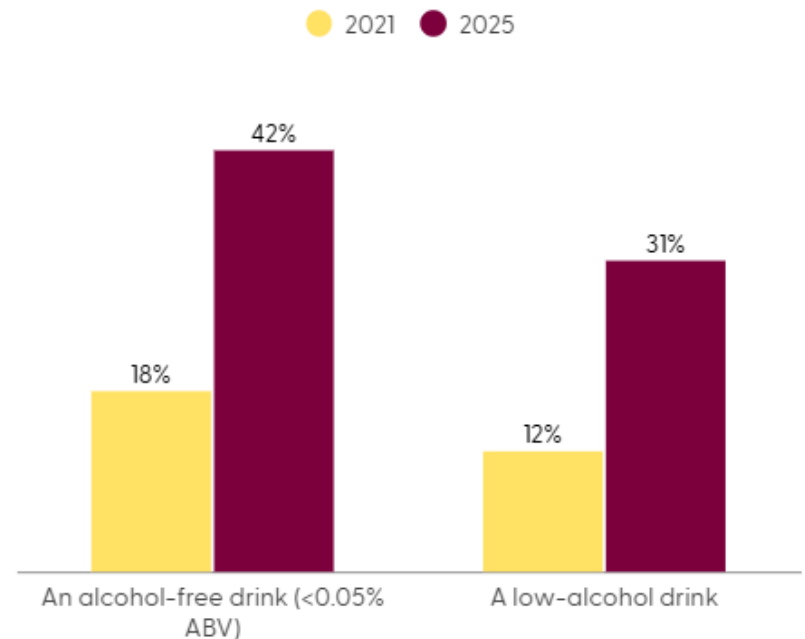


Low and No

3. Encouraging moderation

- There is a rise in the number of people proactively moderating their drinking, and use of low and no alcohol is one of the fastest growing techniques
- We also know that growing awareness and consideration of the category has potential to be an incredibly powerful moderation technique
- However, amongst increasing risk drinkers in geographic regions of higher alcohol harm take up has been lower
- Through our shared partnership with Tesco, over the August Bank Holiday we partnered in 50 stores across the North West, North East and Midlands with trained staff to speak to customers about the Drinking Check, the CMO's guidelines and the role Low and No alcohol can play in helping moderate drinking

Percentage of UK Adults that drink low or no alcohol products*



Low and No

3. Encouraging Moderation

- Across 50 events we held 15,752 conversations with 11,865 people going to on to sample some Heineken 0.0.
- We saw attributable levels of Drinking Check completions consistent with our other activity
- Anecdotal feedback from conversations with overwhelmingly positive, with many citing that they have not considered alcohol free as a moderation technique before
- We took the learnings from this project to look at how we could promote the Drinking Check in partnerships around alcohol free with other supermarkets

“ I do like what you are doing. I think people drink far too much these days, especially when there are other options out there. I might even get my son to fill out the Drinking Check. ”

Top customer comment



Our impact

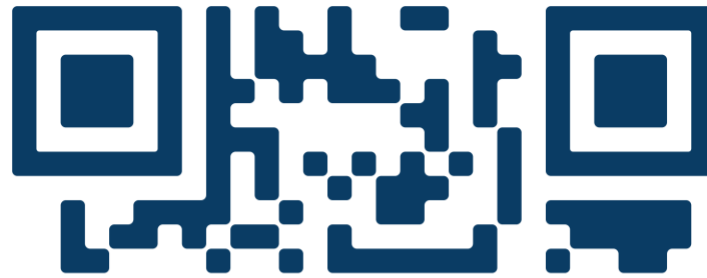
Engaging audiences in different way

- Through these interventions, we engaged our shared priority audience in three different ways, testing different messaging, in ways that helped meet the audience where they are
- These all help us build a series of evaluable case studies to accelerate progress in engaging this priority audience
- All of which are scalable and can be replicated as best practice
- As well as demonstrating to our stakeholders, including the public, the ways we can work together to engage our audience of increasing risk drinkers



If you want to find out more about your drinking

Thank You



be drinkaware.co.uk

