

PREVENTION OF
UNDERAGE
DRINKING
CAMPAIGN
REPORT

About RDA Responsible Drinking Alliance

Established in September 2015, “Responsible Drinking Alliance” (“RDA”) is an industry alliance formed by global alcoholic beverage manufacturers in Korea to reduce the harmful use of alcohol. Marking the first industry-wide effort made by global alcoholic beverage companies, the RDA aims to address alcohol-related social issues in Korea.

The RDA is committed to carry its responsibility on social issues that may arise from alcohol misuse. The mission of the RDA is to promote responsible drinking, to help prevent alcohol misuse, and to foster a balanced understanding of alcohol-related issues in all segments of society. The RDA is also committed to the goal of reducing harmful use of alcohol worldwide

at least 10% by 2025, a voluntary target of ‘the Global Action Plan for the Prevention and Control of Noncommunicable Diseases’ by the World Health Organization(WHO).

Currently, there are 5 member companies (Chairman: Diageo Korea) participating in the RDA with the Korea Wine & Spirits Importers Association (KWSIA, 57 member companies) joined as an associate member, and the European Chamber of Commerce in Korea (ECCCK) oversees its operation. The RDA is open to everyone including government agencies, associations, organisations and companies including retailers that can make a commitment to the Responsible Drinking culture in Korea

5 Commitments of global liquor companies

- 1 Reducing underage drinking
- 2 Strengthening and expanding marketing codes of practice
- 3 Providing consumer information & responsible product innovation
- 4 Reducing drinking and driving
- 5 Enlisting the support of retailers to reduce harmful drinking

Participating companies

DIAGEO


EDRINGTON
K O R E A


Heineken[®]

MH CHAMPAGNES & WINES
K O R E A


Pernod Ricard Korea
페르노리카 코리아

Campaign introduction and major activities

First of all, the RDA will focus on Prevention of Underage Drinking. For the initial phase, the RDA launched its campaign on retailer engagement and training to promote social responsibility on underage drinking prevention.

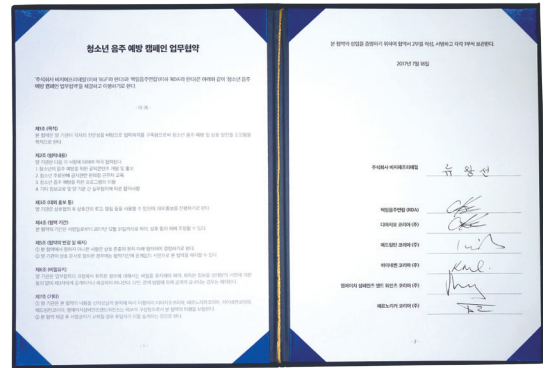
Promoting campaign activities through concluding business agreements

with **CU** convenience store

MOU Ceremony



MOU Document



News Articles



KOREATIMES



NNA ASIA JAPAN



edaily



etnews

Campaign Materials for Public at Retail Shops

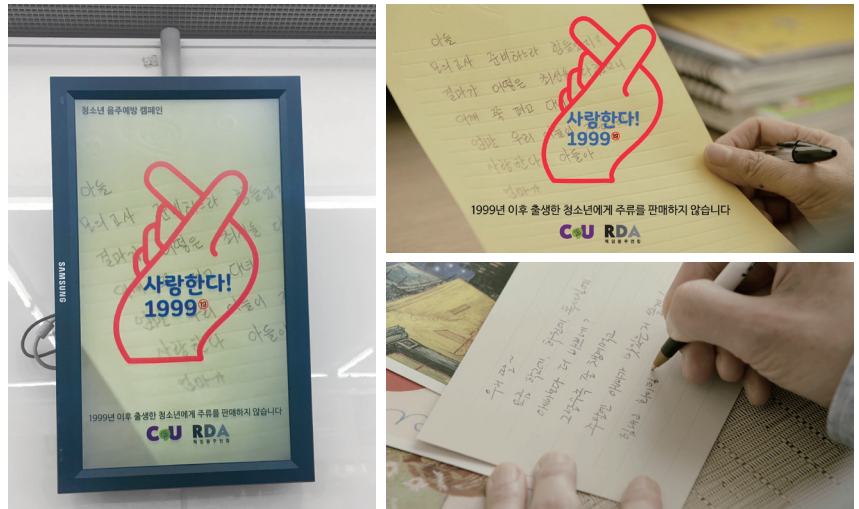
01



Campaign Identity and Slogan

Love you! 1999, "We don't sell alcoholic beverages to minors who were born in and after 1999" (*As of 2017)

02

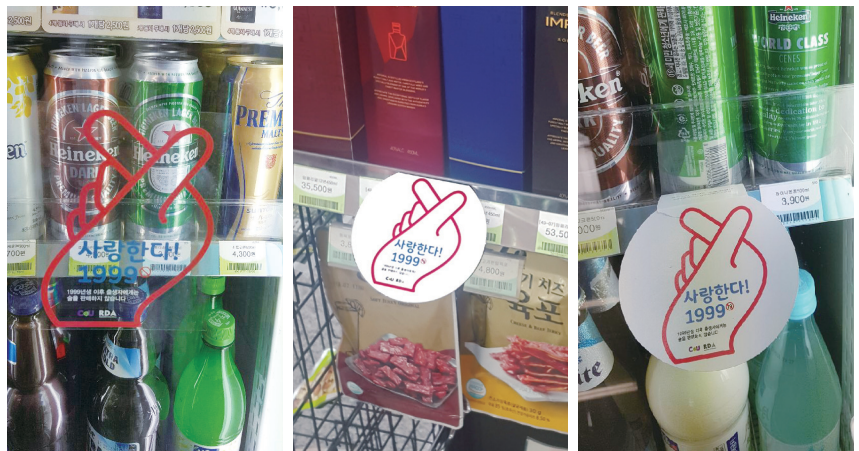


Digital Signage Video

Transmitted campaign promotional video to digital signage installed inside and outside of CU convenience stores nationwide (Played 120 times per day, 7,200 times during the campaign)

- # Prevention of Underage Drinking Campaign Video_Love You_Version 1
- # Prevention of Underage Drinking Campaign Video_Love You_Version 2

03



Promotion Material in the Stores

Campaign promotional materials were placed alcoholic beverage section both fridge and shelf. (Distributed to 13,000 CU convenience stores nationwide)



Retailer Training Materials and Campaign Promotion



01

RDA **CU**

청소년 음주 예방 캠페인

청소년의 음주 예방을 위해 글로벌 주류사와 함께 캠페인을 진행하고자 합니다. 점주님의 적극적인 참여 부탁드립니다.

참여방법 제각종 부착 → 사진 촬영(에서 이미지 참조) → 문자메시지(1666-2549)로 이벤트 응모
 액자형, 청주형 및 제지월(스티커, 명글러) 부착 사진 첨부

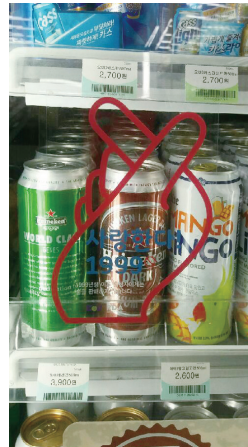
참여기간 2017년 11월 6일 월요일 ~ 11월 24일 목요일

경품발송 2017년 11월 30일 목요일 (응모한 번호로 모바일 상품권 지급)

문의전화 02-501-1865 (문의시간: 평일 오전 9시 ~ 오후 6시, 공휴일 제외)

경품안내 CU 5,000원 모바일 상품권 지급

*이벤트 참가기간 1회에 한해서 이벤트 응모가 가능합니다.



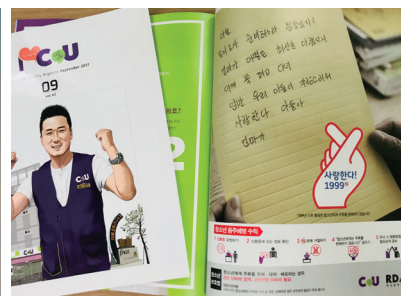
02

청소년 음주 예방 수칙

- 1 신분증 요청하기
- 2 신분증에 있는 정보 확인
- 3 판매 거절하기
- 4 "청소년에게는 주류를 판매하지 않습니다" 알리기
- 5 유사 시 행동방편과 협조관계 준비

청소년 보호법
 19세 미만 미성년자에게 술을 판매, 제조, 제조하는 경우 2년 이하 징역, 2천만원 이하 벌금

사랑한다 1999
 CU RDA



03



01 Events for Campaign Promotion

Hold a photo event to encourage the participation of retailers on promotional material attachment in the stores

02 Training Material for Retailers

Distributed training materials for retailers which contained underage drinking prevention policies. To increase utilization, the material produced with various format such as fan, POS screen saver, CU newsletter, etc. (Distributed to 13,000 CU convenience stores nationwide)

03 Monitoring Supporters

By hiring monitoring supporters, the RDA can check the campaign implementation status and also certain rewards were given to the retailers including staff who carried out underage drinking prevention policies.

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Inquiry | RDA Secretariat at European Chamber of Commerce in Korea 02-6261-2716