

DIAGEO

Smashed!

Target: 14-18 years

Countries: Italy, Spain, UK, Greece

Tools: Edutainment events, Digital platforms, Gamification,

Diageo, the world leader in the sale and marketing of alcoholic beverages, raises students' awareness of the risks of drinking alcohol by minors.

THE CHALLENGE: Raise awareness among students on the issue of prohibiting minors from consuming alcoholic beverages, on the responsibilities and risks associated with alcohol consumption.

THE IDEA: Use the Theater-in-Education methodology and offer students a theatrical performance in which provide more information to encourage them to make responsible choices regarding alcohol. In addition to representation, involve students in a range of activities allowing them in a safe and stimulating learning environment to explore the causes and consequences of drinking during a minor age.

