

# CREATIVE CONCEPTS:

## CDC Excessive Alcohol Use Enhanced Message Development and Testing

July 2, 2020



# Unconcerned Drinkers

- Creative Direction: Hurting Others—Proximal Consequences
- Description: Excessive drinking can directly hurt those around you.

Prevent her sleepless night. Turn down that extra drink.  
Learn more: <https://bit.ly/3gcgEKV>.

John

Hey. Last minute  
happy hour. I should  
be home soon.

MMS  
5:32 PM

Megan

OK. Will you be eating  
there or home?

MMS  
5:48 PM

Megan

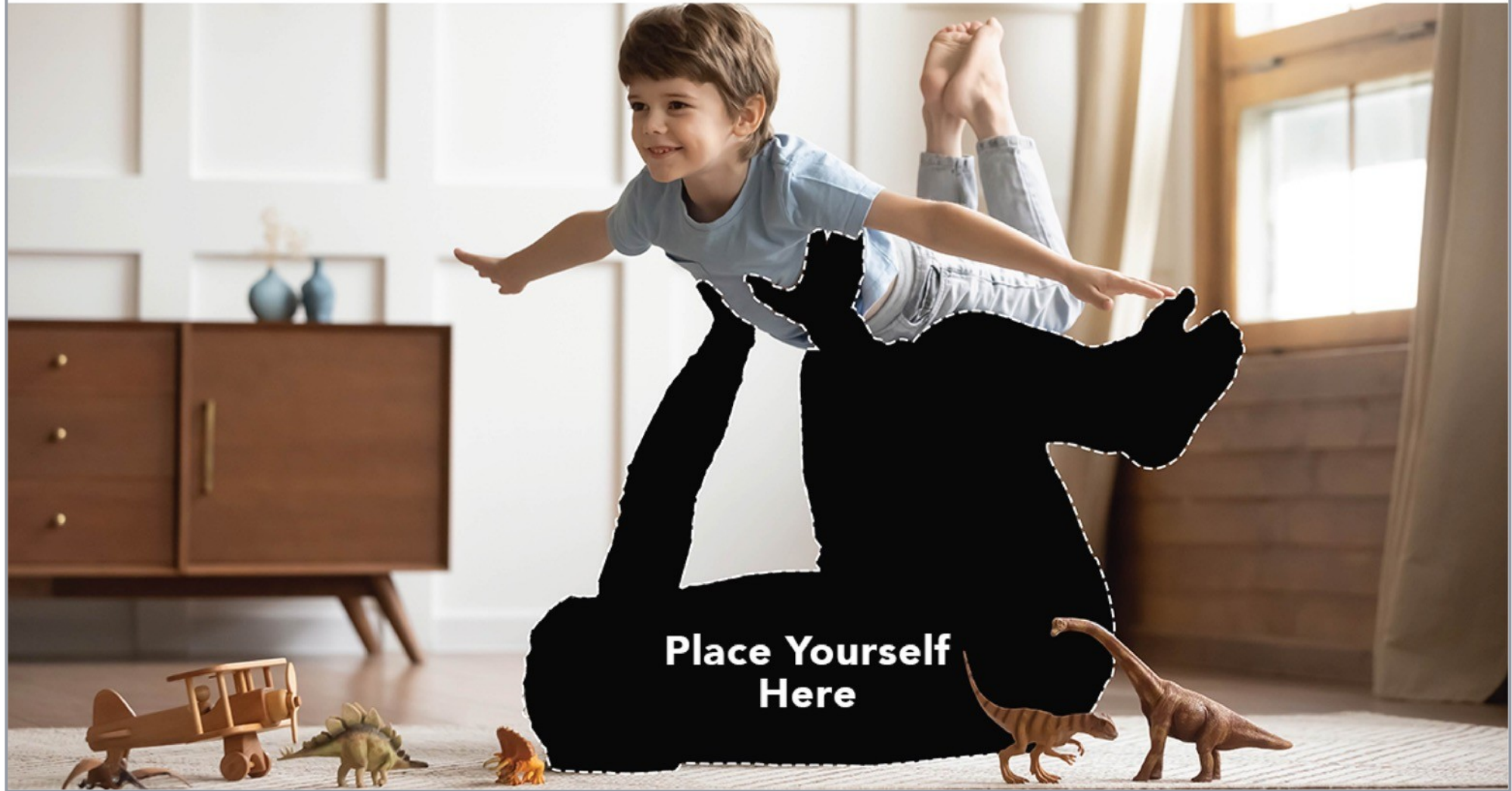
Where are you?  
Are you okay?

MMS  
11:48 PM

# Unconcerned Drinkers

- Creative Direction: Hurting Others—Distal Consequences
- Description: The indirect effects of excessive drinking can hurt those you care about.

Drinking too much can keep you from where you want to be. Learn more: <https://bit.ly/3gcgEKV>.



Trevor getting drunk -> an exhausting day for Molly. Learn more: <https://bit.ly/3gcgEKV>.



How will you spend your money? It's up to you. Learn more: <https://bit.ly/3gcgEKV>.

**ALCOHOL-  
RELATED FINE**

**or**

**YOUR KID'S  
WEEK OF  
SUMMER CAMP?**

# Unconcerned Drinkers

- Creative Direction: Hurting Yourself Financially/Legally
- Description: Legal and/or financial consequences of excessive drinking can be more than just a ticket—these consequences can also hurt people who are important to you.



You can pay off a legal fine but you can't buy back your kid's respect. Learn more: <https://bit.ly/3gcgEKV>.



You can pay off a legal fine but you can't buy back their respect. Learn more: <https://bit.ly/3gcgEKV>.



# Noncommittal Drinkers

- Creative Direction: Be There for Your Job/Career
- Description: Consequences of excessive drinking can include bombing a presentation or, otherwise, not succeeding at work. You will perform better at work when you're fully alert and sober.

It's time for that big meeting. Will you have a headache or feel great? Learn more: <https://bit.ly/3gcgEKV>.

**This is a meeting when you're hungover.**



**This is a meeting when you're not.**

How do you think Ben's big presentation would have gone if he was hungover? Learn more: <https://bit.ly/3gcgEKV>.



# Noncommittal Drinkers

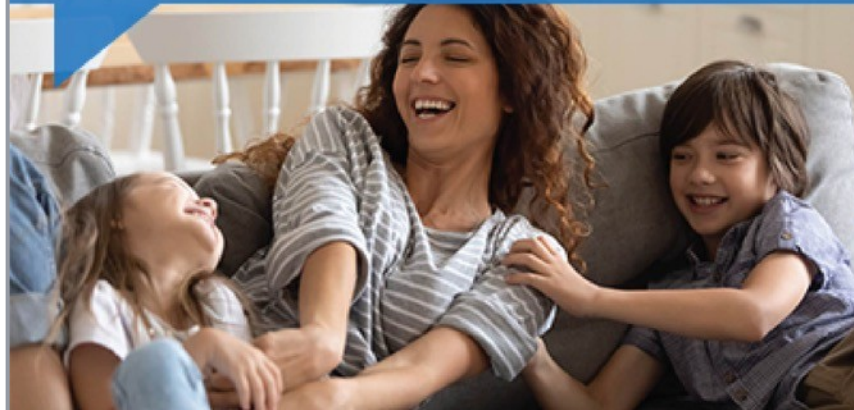
- Creative Direction: Be There for Your Loved Ones
- Description: When you've been drinking excessively, you cannot be fully present with your loved ones.

We all have hard days. Drinking too much can make them harder. Learn more: : <https://bit.ly/3gcgEKV>.



**DRINKING TOO MUCH  
CAN MAKE HARD DAYS  
HARDER.**

**TRY DRINKING LESS.**



# Noncommittal Drinkers

- Creative Direction: Be There for Yourself
- Description: Drinking less could help you live your best life, as opposed to being drunk and behaving in ways that aren't in alignment with how you want to be.

What does it REALLY look like to live your best life? Learn more: <https://bit.ly/3gcgEKV>.



**WHICH IS THE  
BEST VERSION  
OF YOU?**

# Concerned Drinkers

- Creative Direction: Invest in Your Future Self
- Description: Look out for your future self by drinking less.



Investing in yourself: More than just \$\$\$\$. Learn more: <https://bit.ly/3gcgEKV>.



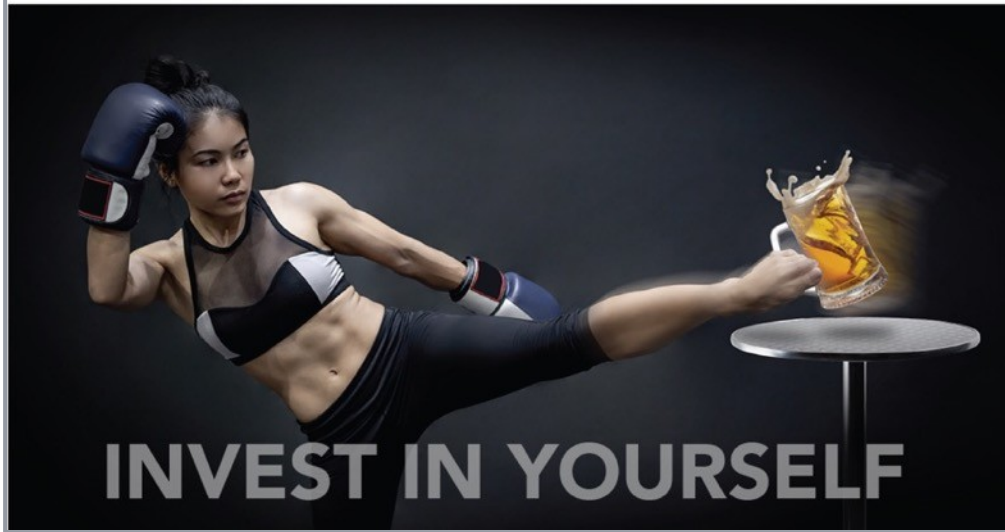
**INVEST IN YOURSELF**

Drinking less, one step at a time. Learn more: <https://bit.ly/3gcgEKV>.



“  
JUST WATER  
THIS ROUND,  
PLEASE.  
”

Investing in yourself: More than just \$\$\$\$. Learn more: <https://bit.ly/3gcgEKV>.



**INVEST IN YOURSELF**

# Concerned Drinkers

- Creative Direction: Taking care of yourself now will have big impacts on your health later.
- Description: Small steps to take care of yourself now will have big impacts on your future health.

Taking care of present you = taking care of future you.  
Drinking less helps. Learn more: <https://bit.ly/3gcgEKV>.

**DRINK LESS**



**YOUR FUTURE SELF  
WILL THANK YOU FOR IT**

# Concerned Drinkers

- Creative Direction: Decrease Your Cancer Risk
- Description: Drinking less decreases your risk of cancer.

Drink less now so you're there in the long run. Learn more: <https://bit.ly/3gcgEKV>.

