

Don't Know? Don't Drink.

Creatively communicating with women
who may be pregnant

Wider context

NZ Cross Agency FASD Action Plan

- Prevention
 - Culture change
 - Resources
 - Public health education campaign
 - Labelling
 - Schools
- Early identification
- Support
- Evidence

www.health.govt.nz/our-work/diseases-and-conditions/fetal-alcohol-spectrum-disorder/fetal-alcohol-spectrum-disorder-fasd-action-plan-activities

Don't know? Don't drink.

Why focus on pre-pregnancy confirmation?

- High rates of unplanned pregnancies
- High rates of hazardous drinking
- Widely held beliefs/myths and conflicting info from trusted sources
- Environments do not encourage abstinence



Don't know? Don't drink.

Phase one



hpa
health
promotion
agency

Definitely
definitely
not
pregnant?

If there's even a chance you could be pregnant, don't drink. Alcohol can harm a developing baby at any time - even before you know you're pregnant.
For more info visit alcoholpregnancy.org.nz or talk to a health professional.

**DON'T
KNOW?
DON'T
DRINK**

ALCOHOL
HARMS
BABIES

Don't know? Don't drink.

Campaign evolution

From



To

Don't Know? Don't Drink.
May 4 · 🌟

Still waiting for your period? Take a pregnancy test before hitting the drinks.

**When April Fool's was a month ago
but you're still pregnant**



👍❤️ 1.8K

368 Comments 75 Shares

Don't Know? Don't Drink.
December 15, 2017 · 🌟

Still waiting for your precious period to arrive? Don't drink til it does. Alcohol harms babies.

When my period finally arrives

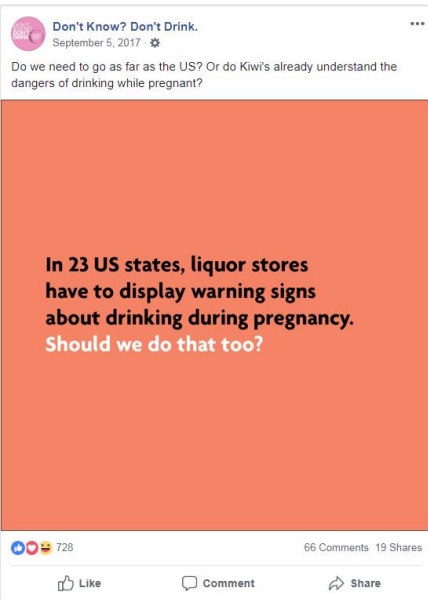


👍❤️ 1.2K

301 Comments 42 Shares

Don't know? Don't drink.

Campaign evolution – content pillars



1
Healthy debate

2
Party support



what u think everyone's thinking when u say no to alcohol:



what they're actually thinking:



3
How to be a good friend



When ur friend asks you to buy them a pregnancy test



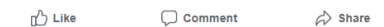
Oldest ▾

4

Pregnancy freak-outs and symptoms



Roses are red,
periods are too.
Haven't had one in ages...
Sh*t.



Don't know? Don't Drink.

Thinking about Phase Two

- Challenge to get 'cut through' on pregnancy issue with young audience
- Reflect on successes of current Facebook campaign
- Stakeholder feedback
- Need to avoid stigma and be non-judgemental

Pre-Testie Bestie

Development of Phase Two



- Continue targeting same audience
- Consumer discovery research
- Concept testing
- Stakeholder feedback
- Audience testing

Pre-Testie Bestie

- Voiced in young women's own words
- 21 dry days concept. Mini-mini series
-   YouTube  Influencers
- Outdoor advertising
- Community localisation
- PreTestieBestie.com



Pre-Testie Bestie

Video content

- All videos available on www.youtube.com/playlist?list=PLyerdg9yHkuOx9h8TM4GybXIC4OMXgKCr

Pre-Testie Bestie

Social Media sites

- www.instagram.com/pretestiebestie/
- www.facebook.com/dontknowdontdrink/

Six Second Teaser



170,070 views
821 Comments
863 Reactions
167 Shares

% VIEWS FROM TOTAL AUD*: 46.1%

*Total audience size n=368,514. Source: 2013 NZ Census females aged 18-30

-  **Mereama Himiona** Imma sing this to you one day bud hahah
Kalani Roimata Imao
Like · Reply · Message · 1w · Edited
-  **Kalani Roimata** Omg hahahahaha
Like · Reply · Message · 1w
-  **Mereama Himiona** Number 1 supporter right here
hahahahah
Like · Reply · Message · 1w
-  **Ash Ewings Mags** I feel like this would be us two in that situation
Like · Reply · Message · 4d
-  **Mags Orr** Amazing! And definitely us hahaha
Like · Reply · Message · 4d
-  **Emma Chalklen** Heidi Payton Tayte Munokoa Stevenson-Wright
my new fav jingle
Like · Reply · Message · 1w
-  **Jayde Squires** Jess Henwood will you sing to me
Like · Reply · Message · 1w
-  **Jess Henwood** Definitely lol
Like · Reply · Message · 1w
-  **Stevie-Lee Gardiner** Omg Violet Bristow Ngarika Harris in like
5-10 years we gonna sing this song
Like · Reply · Message · 1w
-  **Violet Bristow** I love this song
Like · Reply · Message · 1w

Stick of Destiny



101,449 views
358 comments
❤️ 2.6K



37,469 views
185 Comments
454 Reactions
52 Shares



Luana Karina Bruna Rebelo I see this being us if we weren't smart with our contraception 😂😂

Like · Reply · Message · 1w



Chelley Evans Taylor Brunning u ma pre testie bestieeee

Like · Reply · Message · 1w



Katie Weineck Megan Davies 😂😂 we never knew 😂😂 Sorry I wasn't there to be the pre- testie bestie that night 😂😂

Like · Reply · Message · 1w



Megan Davies 😂😂😂😂❤️❤️

Like · Reply · Message · 1w



Brookelle Quinn Bella Ruddlesden pre test besties for life 🤪

Like · Reply · Message · 1w



Bella Ruddlesden Hahahah hell yes

Like · Reply · Message · 1w

indianamisamanu @jojohermans no beersies for u sis

skypepiexox @isabelle_tata.x this is what guidance was talking about last night 🤪🤪🤪

TOTAL VIEWS: 138,918

% VIEWS FROM TOTAL AUD*: 37.6%

*Total audience size n=368,514. Source: 2013 NZ Census females aged 18-30

Maybe Baby Lady



86,600 views
358 comments
2.6K



81,000 views
220 Comments
705 Reactions
81 Shares



Cassandra Jade Meredith Kayla Mihaere this would be us 😂 1
Like Reply 7w

Alesha Robinson Frayja Elliott another
Like Reply 7w

Maddie McDowell Brynne Hey omg
Like Reply 7w

Erika Deans Mecini Fowler both of us hahahahahahaha
Like Reply 7w

Bex Butler Harmony Vekony apparently I have handled some situations incorrectly in the past. I will endeavour to do better in the future xx
Like Reply 7w

lisa_veint @_hairbysymone_ this is what I was talking about Haha wtf ❤️

mieka_mania @donna_shae hahaha I'll be ya maybe baby lady!! ❤️

_isabellalam @laceripene remember when you made me pee on a stick 🤔❤️
🤔🤔🤔🤔

TOTAL VIEWS: 167,600

% VIEWS FROM TOTAL AUD*: 45.5%

*Total audience size n=368,514. Source: 2013 NZ Census females aged 18-30

Where to from here?

- Season two of Pre-Testie Bestie?
- Focus on different supporters?
- FASD, unplanned pregnancies and contraception?

