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Caruaru's São João
Festival and reaches
185,000 people

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We began 2016 with a new challenge ahead: using Twitter to engage our young audience in responsible drinking. Our newest channel is the fruit of a study, revisited in 2015, on the behavior of youth on social networks when it comes to their alcohol consumption. And we already have obtained excellent results in a short span of time, having reached 30,000 followers. In this fifth year of No Excess, our proprietary channels (website, Facebook, YouTube and Twitter) have reached some 50 million people!

All this effort would not make sense if we did not also engage major institutional partners. The São Paulo Chapter of the National Commercial Education Service (Senac SP) joined the São Paulo State Motor Vehicle Department (Detran SP) and the Brazilian Association of Bars and Restaurants (ABRASEL) on the list of our key partners. No Excess is also preparing to join the Beverage Circuit of Senac SP, which starts in August and lasts through October, taking the “Good Practices Guide for Points of Sale” to more than 1,000 people at 45 units of Senac SP.

In this newsletter, which is now in its sixth edition, we will also discuss the successful realization of another edition of the São João Festival in the city of Caruaru, which reached 185,000 people in a festival that attracted, in June, more than two million people. The engagement of online opinion makers (mostly bloggers) was essential to this achievement.

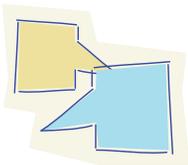
We continue working and the new developments don't stop there, so stay tuned to what's coming. Just to give you a little taste of what's ahead, here's an invitation: at the end of this year, visit our channels more often to surprise yourself with our new Web Series.

Enjoy your reading,

■ *José Augusto Rodrigues da Silva, president of ABRABE*

The No Excess Newsletter seized the opportunity of the São João Festival to talk with the Forró Judge, as Marupiraja Ramos is called, to see how the platform influenced the actions to raise awareness at Brazil's largest country festival. The judge is responsible for keeping the peace at the festival and gets involved in small incidents, both civil and criminal, during the event. The goal of having a Forró Court is to prevent incidents and, if they happen, to resolve them immediately.

The court has a team formed by a judge, a public prosecutor, a criminal expert, a coroner, a public defender and a lawyer.



EXCHANGING IDEAS

Marupiraja Ramos, Judge of Forró



Photo: Publicity

No Excess: *How, over these six years, has the No Excess Platform contributed to the success of the São João Festival? sucesso da festa de São João?*

MR: The goal of the court is to prevent any incidents from happening, so having a booth at the festival helps us to convey the message that moderation is key. The No Excess booth is located in the Railroad Station, which is the port of entry to the Forró Center, so we can rest easy that people arriving at the festival will already have seen the message to refrain from excessive consumption of alcoholic beverages, which is essential to our work, since we're talking about some 2 million people circulating in the festival.

No Excess: *What was the main difference this year?*

MR: This year we innovated by working together with the No Excess Action to prevent minors from consuming alcoholic beverages. In other words, we drew inspiration from the way that the project communicates with the public and adapted our warnings to raise awareness among minors on the fact that consuming alcoholic beverages before the age of 18 years is against the law. Simultaneously, we emphasized the need for booths selling alcoholic beverages to verify the age of people who are consuming alcohol and to warn them about the prohibition.

No Excess: *So the secret is in the language?*

MR: That's what we perceived by observing the actions of No Excess. When we use language that is closer to the audience we want to reach (in this case, people under 18), our communication is much more effective. Perhaps this explains the success of No Excess in Caruaru, with people identifying with the approach and taking part in the action.

No Excess: *So the São João Festival transformed the way you talk with your public?*

MR: In the case of the Forró Court, yes. We studied the approach of No Excess over the years and evaluated people's behavior when they receive a message that could even sound

“authoritarian” by asking people not to drink at a large festival, and we saw that people received the message very positively. More than prohibiting or giving them a severe warning, we need to show them in a lighthearted and appealing way that the right thing is not to drink before you're 18 and to drink moderately if you're over 18.

No Excess: *And what is the Forró Court's message to the public?*

MR: Our message is always in favor of fun. Drinking to have fun must be done without disturbing the peace or the tranquility of the event for both yourself and the others around you.

“This year we innovated by working together with the No Excess Action to prevent minors from consuming alcoholic beverages.”

Check all that has happened in the Sem Excesso

TO RECAP

Great Moments from the platform of creation Sem Excesso.

2010

No Excess is launched in 2010 with the campaign “Celebrate Success with No Excess” to commemorate the 35th anniversary of the Brazilian Beverage Association (ABRABE), for which it was recognized by winning the 30th POP Public Opinion Awards.

2011

The portal Sem Excesso.com.br, an educational website to promote the responsible consumption of alcoholic beverages, is launched in a pioneering initiative.

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2012

Over the course of 2012, No Excess attains a new scale with the creation of social media channels: a Facebook page, which already has over **684,000 fans**, and a YouTube channel, whose videos have already registered over **315,000 views**. No Excess also forges new partnerships, such as the one with Detran SP.

2013

The message on moderate consumption of alcoholic beverages is taken to where the No Excess public is located. During the **Brazilian Carnival**, 2,000 radio stations broadcast the campaign and, for festivalgoers in Rio de Janeiro, the message is reinforced by banners towed by aircraft flying over the **city’s beaches**. In São Paulo, in a partnership with the state government, No Excess participates in the pilot project entitled **Operation Safe**. During the **São João Festival**, the campaign, which has been conducted since 2011 and encourages the public to avoid drinking excessively at the event, includes spots on the radio and billboards in Recife (capital of Pernambuco) and João Pessoa (capital of Paraíba), as well as in the inland cities of Campina Grande and Caruaru.

2013

During National **Traffic Week**, which is sponsored by the São Paulo state government, a comprehensive effort on social media and in bars in the state capital encourages consumers to adopt proper attitudes when behind the wheel, such as not drinking or using a smartphone while driving. At **Virada da Mobilidade**, an event created to promote sustainable transportation alternatives, a partnership with the website Caronetas encourages people to share a ride home from the bar.

JANEIRO/
FEVEREIRO'2014

In yet another year of the **São João Festival**, ABRABE conducts its **largest campaign** in the Northeast. At the festival in Caruaru, Pernambuco, a big screen with a No Excess frame shows photographs of festivalgoers with the hashtag #NoExcess and carries the message of moderate drinking. More than **172,000** people are reached by the fanpage. For the first time ever, the Taubaté municipal government receives the No Excess blitz to send out the warning “Don’t Drink and Drive” during **National Traffic Week**.

And we didn’t forget summer! The **No Excess Summer** campaign is launched at the end of this year to encourage people to safely and responsibly enjoy the season, which includes year-end holiday festivities, summer vacation and Carnival. No Excess takes the message of conscientious consumption to more than 350,000 people through partnerships with Detran SP, on the flights of Gol Airlines and on the radio station Conectcar SP/Rio 90.7 FM. On social media, the campaign receives a new fanpage and YouTube animations.

JANUARY/ FEBRUARY 2015

We maintained the No Excess Summer campaign during the Carnival festivities of 2015. We reached beaches in the Rio-São Paulo corridor through bulletins on Rádio Conectcar SP/Rio 90.7AM, spoke to almost 35,000 people via inflight notices on Gol Airlines and reached beachgoers in the region with a plane that flew 4,410 km towing a message on conscientious drinking. Lastly, in partnership with Detran SP, actors in character visited several bars in São Paulo to spread the message of fun and the smart consumption of alcoholic beverages. The fanpage and YouTube channel received content related to the actions during the period.

JUNE 2015

No Excess traveled to Caruaru, the capital of the **São João Festival**, and landed at Luiz Gonzaga Event Space to spread the message of conscientious consumption of alcoholic beverages to an audience of approximately two million people. At the No Excess booth, the presence of a hillbilly (matuto) on a big screen welcomed and entertained festivalgoers, who registered the moment in innumerable photographs, which ensured interaction with forró fans and made the event a success. The festival also reached social networks, with YouTube featuring a special animation for the date and the fanpage receiving a new layout.

SEPTEMBER 2015

The end of the year was also replete with No Excess campaigns. **National Traffic Week** was the topic of the short animation entitled “**Seta do Bem**”, which accompanied the topic by Detran SP and showed that proper attitudes on the road leads to a series of good actions.

OCTOBER 2015

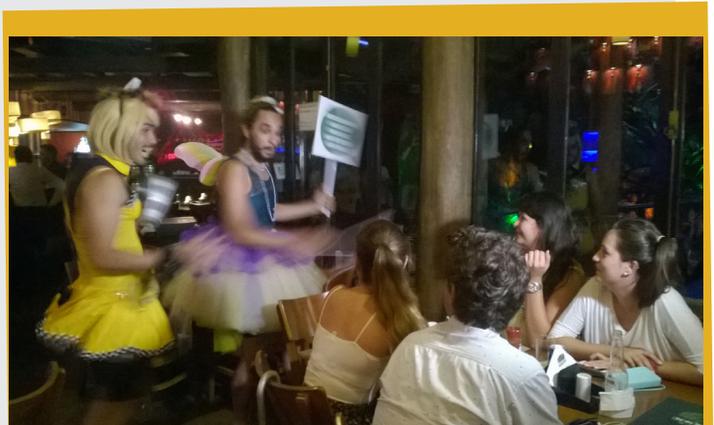


Targeting points of sale, No Excess launched the first edition of the **No Excess Award** for Bars and Restaurants. The awards recognized actions to encourage conscientious consumption conducted by commercial establishments all over Brazil. The campaign featured initiatives in São Paulo, Minas Gerais and Brasília and further strengthened the partnership between No Excess and the Brazilian Association of Bars and Restaurants (ABRASEL).

DECEMBER '15/ JANUARY 2016

The end of 2015 marked the launch of another No Excess Summer campaign. The period includes year-end holiday festivities, summer vacation and Carnival 2016, times when moderation is critical, leading No Excess once again to disseminate its message of conscientious drinking.

This year, the platform's content reached more than six million people thanks to its repercussion in the media, which included TV and its partners Detran SP, Gol Airlines and Rádio Conectcar SP/Rio 90.7 FM, and to its social media channels, which received personalized messages and animations.



SÃO JOÃO DE CARUARU



WHATS GOING ON

Back to Caruaru. Marking its sixth participation in the main festivities of the capital of forró, No Excess took over the Luiz Gonzaga Center to spread the message of conscientious consumption of alcoholic beverages to an audience of approximately **two million people**. This time, the No Excess booth served as a backdrop for people to record a message on conscientious drinking, who were welcomed by the Colonel and his daughter to the sound of a duo of improvisational performers (repentistas).

João also targeted social media with fanpages and Twitter profiles personalized for the festival, which directly reached **185,000 people**. The action was conducted from June 23 to 26 at the booth featuring the campaign “Speak, conscientious matuto.” The idea was to get the public to spread the message of moderate drinking and “don’t drink and drive” to their friends. The message was recorded on smartphones and sent via WhatsApp, or recorded at the site and displayed on a big screen.





SÃO JOÃO SEM EXCESSO

“ABRABE, on behalf of the industry, undertakes a commitment to society by calling attention to the importance of having fun with peace of mind and responsibility. That’s why we work so that our member companies always adopt a responsible approach when promoting the consumption of alcoholic beverages,” emphasized José Augusto Rodrigues da Silva, the association’s president. “We defend the principle that educational initiatives and prevention are more effective and indispensable for building a culture of moderation.”

On social media, São João was very busy and the messages were viewed by over 100,000 people on Facebook and Twitter, while the videos recorded by festivalgoers during the four days of the action were viewed by **14,000 people**.



BRAZILIANS START DRINKING AT AGE 19

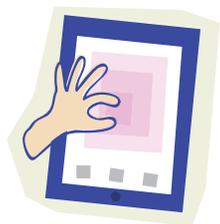
The average age for starting to drink is part of the National Health Survey conducted by the IBGE.

Alcoholic beverages become a part of Brazilians' lives at the age of 18.7 years, on average. That is the finding presented last July by the Brazilian Geography and Statistics Institute (IBGE) as an integral part of its National Health Survey (PNS) conducted in 2013. The average age varies in the country's various regions, from 18.3 years in the Northeast to 19 years in the Southeast.

According to the survey, drinking once or more times a week is a common habit for more than 35 million Brazilians, which corresponds to 24% of the population. This behavior, however, changes in two regions of Brazil, with 18.8% in the North and 28.4% in the South. When it comes to gender, men drink more (36.3%) than women (13%).

“Alcoholic beverages become a part of Brazilians' lives at the age of 18.7 years, on average.”

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Men also starting drinking alcoholic beverages at an earlier age. The average age falls to 17.9 years among men, while women start drinking at the age of 20.6. Alcohol initiation occurs at the same time when youth reach driving age, which is the main warning sounded by No Excess: if you drink, don't drive.

The survey sponsored by the IBGE also reveals this erroneous association by youth. The PNS estimated the percentage of people who drove after drinking, regardless of the amount consumed, at 24.3% nationwide, varying from 20.8% in the Southeast to 29.6% in the Midwest. Once again, men lead the figures with 27.4% driving after drinking, compared to 11.9% in the case of women. This practice occurs mainly among drivers from 25 to 39 years of age (29.2%) and at a lower rate for people over 60 (16.1%).

“According to the survey, drinking once or more times a week is a common habit for more than 35 million Brazilians, which corresponds to 24% of the population.”

Netizens have what they think of reports published No Excess portal and how to be well informed can make a difference.



WORD
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OUT

"I don't, because I want the best for my baby, who is a gift from God." - Nayara Ionara (Post: Can I drink alcohol while pregnant? - May 18, 2016)

"We all know that anything in excess isn't good for you." - Gildete Crisostomo (Post: Fructose: is it a villain? - May 13, 2016)

"Alcohol and medication is just like drinking and driving, they don't mix." - Cristiane do Nascimento Teles (Post: Myths & Truths infographic - April 17, 2016)

"Meditation is the only way to silence an agitated mind. When we focus on our breathing we become stronger." - Analise Moreira - (Post: Meditation for a life of No Excess - June 16, 2016)

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