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No Excess impacts 5 million people at the São João Festival in Caruaru

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In 2017, we stayed on track to engage youth in the cause of responsible drinking and, more than ever, social networks played a crucial role. That means that the initiatives of the No Excess Platform are becoming more and more digitalized and expanding their reach nationwide. The strong engagement on the No Excess portal presented us with an opportunity to make use of existing content by transforming it into interactive videos for the YouTube channel, seeking to capture synergies among the tools and to expand our content. Another reason to bet on this segment is the exponential growth of the audience for online videos in Brazil, which is estimated to reach 82% of all Internet traffic by 2020, according to a survey by [Cisco](#). So we must modernize and accompany trends.

In addition to accompanying the technological and digital transformation of recent years, the platform also maintains important institutional partnerships that support the cause of responsible drinking. One example is the No Excess platform's support, for the second straight year, of the fourth edition of the Beverage Circuit sponsored by São Paulo chapter of the National Commercial Education Service (Senac São Paulo). At the state level, once again we supported Yellow May and adopted the campaign on all our channels. Detran.SP, the state motor vehicle department, also remained one of our strategic partners. The goal is to raise awareness among drivers of the importance of not drinking when driving in order to continue reducing the number of accidents in Brazil. Another important partnership was with the Municipal Government of Caruaru, Pernambuco (PE), which was essential for the success of this seventh year of the campaign.

And talking about the São João Festival, in this issue we showcase the success of the seventh edition of the festival in Caruaru (PE), this time with a national campaign model. The campaign adopted Caio Braz, a TV presenter from Recife, and actor Bruno Guedes as No Excess ambassadors in a 100% digital initiative to spread the message of responsible drinking to more than one million people. While also, of course, expanding the action's reach through another partnership with the geolocation app Waze.

With so many initiatives, partnerships and updates to the platforms, the No Excess fan page now has more than 800,000 fans, the Twitter profile has over 57,000 followers and the Portal has over 1 million page views.

The news doesn't stop, so keep an eye out for what's coming. I'll close by making you an invitation: visit our channels more often and surprise yourself with our new content.

Enjoy your reading,

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

At a time when people are directly influenced by social networks and digital means, the No Excess Newsletter visited the São João Festival to talk with Recife-born TV presenter Caio Braz and actor Bruno Gudes, this year's ambassadors of the platform. During our chat, both talked about the importance of participating in a campaign such as No Excess. They also discussed their responsibility as opinion makers to have a positive impact on the lives of so many followers. Check it out!

No Excess, Caio Braz and Bruno Guedes at the São João Festival in Caruaru (PE)

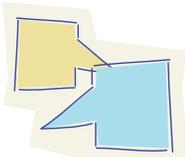


Foto: Divulgação

Newsletter: *For the seventh straight year, the No Excess Platform is joining forces with the Municipal Government of Caruaru on initiatives to promote responsible drinking. What is the importance of this partnership and what does it mean to you?*

Caio Braz: To me, this role of raising awareness is a real honor. As young adults, we have an obligation to have a message that creates a sense of responsibility rather than just creating the desire for consumption, regardless of the product. It's important to know the consequences of drinking in excess and to drink in moderation in order to get the most out of life.

Bruno Guedes: Extremely important. As opinion makers, we have a duty to get the message out and serve as examples in campaigns of this kind. You can't just sound the alert during festivals. We have to use our influence for good.



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IDEAS

Newsletter: *This year the initiative went 100% digital and counted on your support to take the campaign national. How do you see this strategy and what did it represent for you in terms of audience?*

Caio Braz: Today's generation uses the Internet as a source of information, that's a fact. So it's important to make this content available on a platform that feels native to them. Digital natives give greater credibility to messages they receive from digital personalities. The campaign has everything to do with what I preach about balancing work, personal life and fun.

Bruno Guedes: I received amazing feedback. My audience has become engaged like I've never seen before. In addition to the experiences, they also interacted among themselves by debating the topic. In theory, it's all very easy to talk about and point out the consequences. But when we bring up real events that corroborate what we're saying, the information gains a lot more credibility.

Newsletter: *In addition to the actions that involve you directly, we conducted interactions with drivers through Waze as they traveled from Recife to Caruaru and the surrounding regions, and to date we've reached nearly one million responses. Do you think actions such as these transform the quality of life and minds of young people, especially when it comes to drinking and driving?*

Caio Braz: Yes. I think that this is a subject that needs to be repeated over and over in as many ways and languages as possible. We can't forget that the rate of alcohol-related traffic deaths is very high in Brazil. And it's our duty to

reduce these numbers. The strategy is prevention by raising awareness.

Bruno Guedes: Absolutely! And we can't stop fighting. This campaign is just the first step in raising awareness among the public. We can't raise the public's awareness overnight. Little by little, we influence some people, who then pass the message on and influence others, which eventually creates a snowball effect. We have to stay optimistic.

Newsletter: *Do you think that young people today are now looking for better quality of life and moderation? How do you see yourselves in this role of someone who directly influences this public?*

Caio Braz: We're human, just like they are. We have strengths and weaknesses, just like they do. We're not institutions. And, mainly, we're all vulnerable. Our vulnerability is what creates connections to the point that we're heard. That's why quality of life and moderation are a joint effort to become stronger. It's everyone's struggle, we're just the promoters.

Bruno Guedes: Yes. And we want to transform this into an alliance for our cause.

Newsletter: *Could you leave a message for No Excess of your take on this year's São João Festival in Caruaru?*

Caio Braz: It was a cultural journey on which we experienced the São João Festival full of celebration, excitement and moderation. Here's to more parties like this!

Bruno Guedes: The partying has only one happy ending: when we can remember everything that was said. (I'm already getting amped on the rhythm of the repente street singer-poets! hahahaha)

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 SemExcesso.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 (PE).

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.

2014

In yet another year of the São João Festival, ABRABE conducts its largest campaign in the Northeast. At the festival in Caruaru (PE), Pernambuco, a big screen with a No Excess frame shows photographs of festivalgoers with the hashtag #NoExcesso and carries the message of moderate drinking. More than 172,000 people are reached by the fan page. See it all by clicking [here](#). 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 fan page and YouTube animations.

2015

No Excess traveled to Caruaru (PE), 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 traditional 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 fan page receiving a new layout.

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).

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.

2016

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. In March, No Excess debuted on Twitter. The new channel was chosen after an analysis of the 2015 Behavioral Study, which showed a trend of migration among channels, and also that teenagers avoid commenting about alcohol consumption on networks such as Facebook, while adopting a more intimate tone in conversations on websites such as Twitter and Snapchat, where they can control the presence of parents and family members.

Also in 2016, for the sixth straight year, No Excess participated in the São João de Caruaru Festival (PE), indirectly and directly reaching over 185,000 people with the slogan “Fala Matuto Conscience.”

September was marked by the big launch of the web series #semexcesso. The production gives teenagers and young adults an opportunity to discuss and understand more about first-time experiences, including the consumption of alcohol. The videos feature Dr. Maurício de Souza, a physician specializing in adolescent medicine, who answers questions and clarifies myths related to this life phase. The series also featured vlogger Lully de Verdade and a soundtrack from MC Diel. The ten episodes already have registered over 300,000 views.

DEZEMBRO '16/ JANEIRO **2017**

No Excess Summer 2017 was marked by new actions to reach people of all ages, tastes and inclinations in various different environments, especially during their daily commute, in order to spread the message of #NoExcessLife. A key project in this strategy for No Excess Summer was the unprecedented partnership with Waze, one of the world's largest traffic and navigation apps. The action, which was rolled out during the Carnival festivities in the Rio de Janeiro-São Paulo corridor, worked to impact partygoers on the routes of Carnival street parades and in bars. To also reach drivers or passers-by in fuel stations, No Excess showed an upbeat, animated short film at several fuel stations in São Paulo with the message "Bad Attitudes for this Summer." And on the flights of Gol Airlines, No Excess launched a special action on the São Paulo-Rio de Janeiro shuttle service.

JUNHO' **2017**

In June, No Excess launched actions on the Beverage Circuit sponsored by the São Paulo chapter of the National Commercial Education Service (Senac São Paulo). The mission was to convey to bar and restaurant workers messages of good practices to adopt in their establishments to make consumers' experience at the point of sale even more enjoyable and responsible. The platform created, in partnership with an educational institution, an online course for students and professionals working in the industry. In addition to the course, the partnership also created a lighthearted animated short film with five tips for "Drinking Responsibly" to provide professionals with references for educating their customers.



With a 100% digital strategy, the platform was hosted by TV presenter Caio Braz and actor Bruno Guedes

No Excess reaches over 5 million people at São João Festival



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Now in its seventh straight year at the São João Festival in Caruaru (PE), the No Excess Platform got in the groove at the Northeast's famous June popular festivals to launch new actions to promote responsible drinking. Working in partnership with the City of Caruaru (PE), the campaign highlighted Caio Braz, a TV presenter from Recife, Pernambuco, and actor Bruno Guedes as the ambassadors of their campaign in a 100% digital environment that reached over 5 million people.

To ensure a fresh and laidback message, the ambassadors were invited by the campaign's fan page to get together with Adiel Luna, the repente street singer-poet working with

#NoExcess, to produce a fun video that generated 23,345 views on Facebook and Twitter. Caio, the first to accept No Excess's task of raising awareness at the São João Festival 2017, created his own repente folk poem on Facebook (7,300 views), demonstrating that his Recife roots still hold strong. Bruno Guedes, a typical carioca and despite his strong Rio de Janeiro accent, also tried the Recife-styled folk poetry and proved he too can enjoy a party intelligently (14,000 views).

After all the interaction on social networks and having created a narrative with No Excess, Caio and Bruno went to Caruaru (PE) in person to enjoy the São João Festival with lots





of awareness and good times. During the two days (June 24 and 25, respectively), Pernambuco-born Caio Braz showed his guest Bruno Guedes how to enjoy the regional party with limits and moderation. Posting regularly on social network with messages to raise awareness, the boys partied to the end. Caio introduced his carioca friend to the traditions and special characteristics of the Capital of Forró. Some of the touristic sites the digital opinion makers visited included Rua da Má Fama (a famous gathering point for the youth of Caruaru before shows) and the Luiz Gonzaga event yard, popularly known as the Pátio do Forró. They also visited the dressing room of actress and singer Lucy Alves. On Sunday, after so much forró music, the boys went sightseeing at the famous Alto do Moura, the site of the Museum Home of Mestre Vitalino, an important artisan of Northeastern culture.

While at Alto do Moura, Bruno and Caio met with folk poet-singer Adiel Luna and created the final video for the campaign, which spoke of what they learned from this #NoExcess adventure.

Another highlight this year was the partnership with Waze, one of the world's largest traffic and navigation apps, which continues to grow in Brazil's Northeast. In the action conducted throughout June in the cities of Recife and Caruaru (PE), users received content warning them about the dangerous combination of drinking and driving. Some of the awareness messages included: "With No Excess, the good times never end; This São João, don't drink and drive."

The actions were conducted on the channels of the No Excess platform: website, YouTube, Facebook (whose fan page already has 800,000 likes) and Twitter (which already has over 57,000 followers). The platform also will carry exclusive content for those enjoying São João festivals throughout Brazil, as well as share the entire trip of the two ambassadors over the personal social networks of Bruno Guedes and Caio Brazil.

FOR AN EVEN MORE DIGITAL FUTURE

Source:
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SxSW Festival brings thousands together to discuss interactivity, music, movies and the future of communication

No Excess is going increasingly digital and expanding its communication channels on social networks. The move is not by chance, and a report on this global trend follows. South by Southwest, or SxSW, one of the world's largest creativity festivals, brought together thousands of people in Texas to talk about the future of communication and digital technologies. Far from a competition of successful case studies, it creates a framework for encouraging creative thinking. It features hundreds of lectures, debate panels and mentoring sessions that talk a little about everything: from automation, chatbots and AI/VR to more down-to-earth communication issues, such as the role of micro-influencers, linear vs. non-linear content, the future of journalism and so on.

Even subjects potentially considered “traditional” are addressed from a new perspective. One perfect example of this is the age-old practice of storytelling. That's right, storytelling. But if you think about it, in an event that discussed process automation and jobs being substituted by artificial intelligence and software, it's a relief to know that content is still a differential and major driver of connections between brands and audiences.

The idea is simple: fantastic-looking campaigns no longer guarantee stronger sales. Not without a narrative that can influence people and truly change their behavior. And that's good news for those working in PR. When it comes to telling stories without all pyrotechnics that make projects more expensive during times of cost-cutting, PR can, and should, play a lead role in companies' strategies.



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“The idea is simple: fantastic-looking campaigns no longer guarantee stronger sales.”

But where there are opportunities, there are also challenges. SxSW brought important reflections on how to use new technologies, neuroscience and data to build engaging narratives.

Researchers have been studying for years how the human brain responds to information and already have shown how people respond more effectively when they build an empathetic connection. Especially when what is called narrative transposition happens, where the audience is able to see things from the same perspective of the subject of the story, regardless of whether or not they agree with them. Is there any doubt that this influences people?

In general, here are a few good tips on how to use it in our day-to-day activities:

1. The audience has become a community

The hyperconnection in which we live has reshaped how people consume information – and products too. More than a matter of instantaneous information, which obviously exists, it is primarily the power to influence behavior. It seems obvious, because everyone has probably heard a thousand times that recommendations by other customers influence the formation of perception and shopping decisions. And it isn't news to anyone either the role that new opinion makers play in communication actions.

“More than a matter of instantaneous information, which obviously exists, it is primarily the power to influence behavior.”

The new reflection that SxSW brought, in fact, is to consider community behavior when thinking about communication strategies. And it really is much more common to think about targets isolatedly rather than on influence groups. That requires a deep knowledge of these audiences.

2. Use data – but don't overuse it

We are living in the era of big data. And it's wonderful to better understand audiences, trends and behaviors, like we just saw. But how we should use this data to create powerful narratives is still the subject of much discussion.

And as with everything else, there are pros and cons. In fact, there is a consensus on the use of data. Using a number as part of an argument can help make it more solid and focus attention on the message. The important thing is not to exaggerate. Not just because it may make you sound overly technical, but because in a universe of polarized opinions, arguing facts doesn't help and could even cause the opposite effect than the one initially intended. After all, who likes to be openly contradicted by a counterargument?

But, using data intelligently within a context of affirmation does work. One example is the campaign "Do I have prediabetes?" which created a TV [campaign](#) using statistics and fingers to encourage people to take the simple test. By the way, they did so also to respond to a characteristic of the community: the excuse of not having enough time.

Home Take the Risk Test Reverse Prediabetes FAQ English

SO...DO I HAVE PREDIABETES?

TAKE THE RISK TEST

(It'll only take a minute!)

3. Emotion is key. Decisions are emotional. People want to create emotional connections with brands – in both the virtual and real worlds – through experiences. Narratives that can find a balance in this respect naturally will have more influence.

That is because of what scientists call mirror-neurons. It's as if the brain were mirrored. People assimilate experiences (or messages) by watching or reading something that gets them in the same neural wave as the content.

Which is why creating personal connections has become determinant. Irrespective of your field of work. Every story has the potential to emotionally connect with its community of audiences.

To achieve that, sometimes we must see beyond the functionality to understand how people react. One example is Google's [Dear Sophie campaign](#) to announce the functionality and superior integration of its Chrome browser with the company's other products. By telling the story of a father's relationship with his newborn daughter, the video transpires emotion and engagement.



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



"Loved the page, that's what we need, someone to help us improve, thank you and I wish you all the best!" (May 16, 2017)

"Well said, drinking and driving do not mix well" (June 7, 2017)

"Don't drink and drive" (June 9, 2017)

NO EXCESS, I follow this PROCESS. I drink only WHISKEY, but I have it RESPONSIBLY. I eat a bunch of FOOD, for me it's all GOOD. I drink lots of water TOO, I may have a bottle or TWO. And speaking of DRINKING don't OVERTHINK IT. In this SÃO JOÃO RAVE, give a chance to that BABE. And be careful when DRIVING, 'cause the party is just STARTING. (Repente poem suggested by a follower – June 14, 2017)

This one time and got hammered at a party, the next day I took a college admission exam early in the morning and wasn't feeling good, of course. I was lucky the exam was canceled because someone leaked the answers and they had to redo it. The point of the story is: I redid the test and passed it, and I wouldn't have passed the first one 'cause I was drunk. (June 27, 2017)

I simply looooved the topic! I changed by drinking and diet habits in February, mid-way through Carnival, when I had a severe hormone crisis and after I made an emerge appointment with by dermatologist and endocrinologist they were horrified when I said I drank every week, 'cause there was always an event or something. I got real and realized it wasn't OK and unnecessary to exaggerate like that... since then, I took my shoes off and put my feet back on the ground, literally. (June 27, 2017)

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This is a biannual publication
Brazilian Beverage Association – ABRABE
www.abrabe.org.br

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