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O The year 2017 was marked by a series of strategic actions with a common purpose: strengthening the No Excess platform to take the message of responsible drinking to an even larger number of people.

By modernizing the Portal, investing more in videos, forging partnerships with Yellow May, Gol, Senac SP and Waze and expanding interactivity with online opinion makers, No Excess marked its presence in various regions of the country to expand its reach among its target public.

Speaking of relationships with opinion makers, 2017 was marked by various successful partnerships with famous digital celebrities who attract crowds and increasingly engage today's youths. Online opinion makers are people who lead an apparently normal life, share their life and routine with followers, interact with segmented publics and expound their opinions on a wide range of topics and themes. Aware of the high level of engagement of these influencers, No Excess went on a hunt for influential youth with values and habits aligned with the platform's message. If we want to start a dialogue with young people about moderate alcohol consumption, there's nothing better than inviting an internet celebrity who already interacts with them to start a stress-free discussion on the topic! The result? Record outreach and engagement activations!

Actually, we started this relationship with opinion makers in 2015, at a meeting to talk about responsible drinking that resulted in the theme for a Web series, which premiered in 2016. The production, whose spokesperson was vlogger Lully de Verdade, was so successful that the videos have surpassed 300,000 views and are still being viewed today. Aware of the potential of these young influencers, No Excess invited actor Bruno Guedes and TV host Caio Braz to the activation event in São João de Caruaru, and the response couldn't have been better: 5 million people impacted. For National Traffic Week, the result wasn't any different! Through actions at bars and a partnership with opinion makers Lully de Verdade and Bruno Guedes on social media, the No Excess platform reached out to more than 2.5 million people in September, disseminating the message that drinking and driving don't mix.

All these activations and partnerships over the course of the year were responsible for expanding the user base of the No Excess platforms. To date, the portal has over 1.2 million page views, the fan page over 870,000 fans, Twitter some 70,000 followers and the No Excess YouTube channel over 800,000 views.

These results are the fruit of careful and dedicated efforts that always consider the well-being of society as a whole. Stay tuned to our channels and get ready to be surprised by our new actions for 2018. We're counting on your support for this cause!

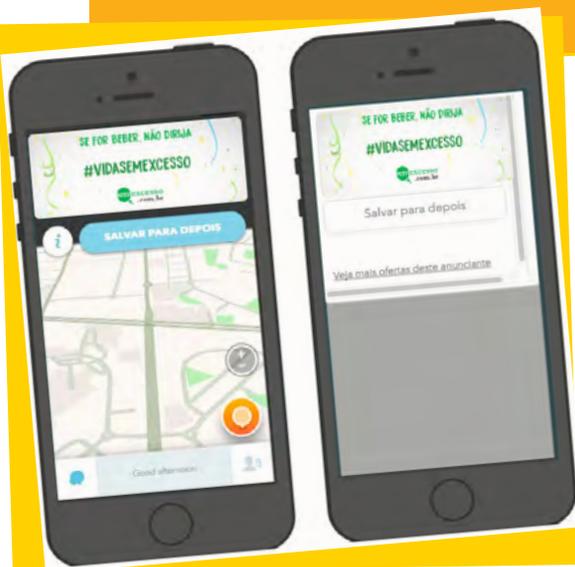
Enjoy your reading,

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



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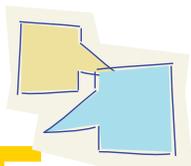
Preparations for the hottest campaign of the year have begun



In addition to the commemorate dates of Christmas and New Year, December is a month marked by the beginning the so-longed-for summer. With that in mind, preparations for the most anticipated campaign of the year are advancing at full speed.

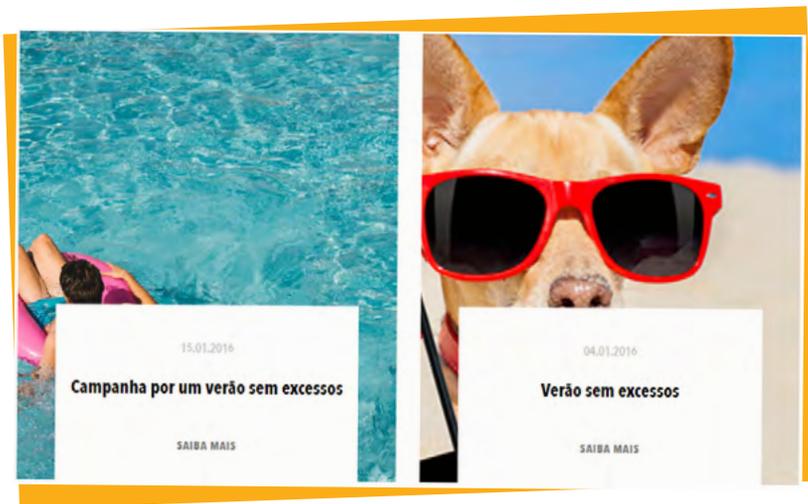
This is considered one of the platform's most important campaigns and includes actions in December, January and February to raise awareness on consuming alcohol moderately, especially during festivities and holidays. This year's campaign will be divided in three phases and the platform's content will be customized with topics related to year-end festivities, vacation and Carnival. To expand the campaign's visibility and reach, No Excess Summer returns with its successful partners Gol Linhas Aéreas and Waze. The new development this year is our partnership with Val Drummond in Réveillon dos Milagres, Alagoas, where No Excess will forge a relationship with strategic opinion makers to promote responsible drinking.

We're ready for the summer, how about you? Stay tuned! We're organizing lots of new actions for the campaign.



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Check out everything that has happened at No Excess

RECAP

Important moments since the creation of the No Excess platform

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.

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 870,000 fans, and a YouTube channel, whose videos have already registered over 800,000 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).

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 #NoExcess and carries the message of moderate drinking. More than 172,000 people are reached by the fan page.

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.

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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 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.

JANUARY' 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.

MAY' 2017

At the state level, No Excess once again joined Yellow May, an international movement to alert society and raise awareness on the high rate of traffic accidents in Brazil and abroad. With customized content with messages on the importance of responsible attitudes to improve road safety, the campaign was present on all proprietary channels of No Excess.

No trânsito você escolhe:

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#MinhaEscolhaFazADiferença

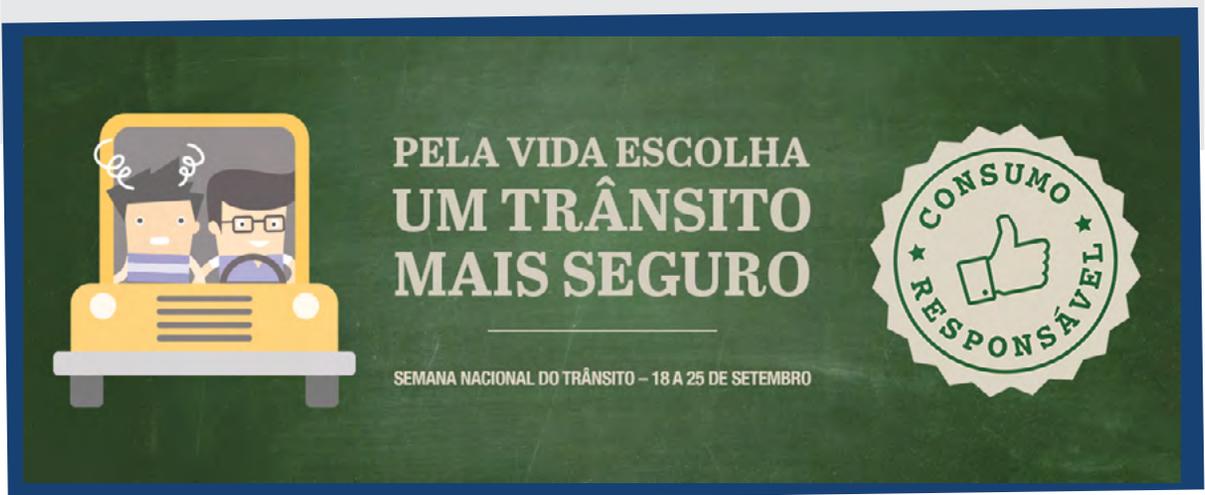
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ATENÇÃO PELA VIDA

JUNE' 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.

Also in June, No Excess participated in the São João de Caruaru commemorations for the seventh straight year. Through a 100%-digital strategy, No Excess built a relationship with online opinion makers and took them to Pernambuco to promote the campaign. The partnership with the traffic app Waze was strategic as it reached over 1 million people on their way to the festivities, with warnings about drinking and driving. The campaign impacted a total of 5 million people with the message of responsible drinking.



SEPTEMBER' 2017

September was marked by activations focused on National Traffic Week to raise awareness on the importance of adopting responsible attitudes to promote safer driving. In addition to working hard in São Paulo's most famous bars with paparazzi blitzes, No Excess also marked its presence on social media. Through relationships with strategic opinion makers and customized content on proprietary channels, No Excess organized traffic education actions.

No Excess National Traffic Week reaches over 2.5 million people

The Paparazzi blitz visited over 60 bars in the city of São Paulo.

In over a year of hard work on social media and the bars of São Paulo, the No Excess platform marked its presence during National Traffic Week, in September, promoting responsible drinking. Based on the theme of the national campaign sponsored by the São Paulo Traffic Department (Detran SP), “Life is all on, but turn it off when driving,” No Excess invited actor Bruno Guedes and vlogger Lully de Verdade, successful partners on other actions sponsored by the platform, to join the cause of traffic safety, who together they impacted over 2.5 million people.

Excess invited opinion maker Bruno Guedes to a typical São Paulo happy hour and, together with the paparazzi blitz, which were actors posing as photographers, they interacted with the public at bars to disseminate the message of responsible consumption. Searching for the true celebrity of the night, the paparazzi were looking for people with the right attitudes for when it comes to drinking: arriving at or leaving bars by taxi or serving as designated driver for their group of friends drinking.

The Paparazzi blitz visited over 60 bars in the Center/ Augusta, North, Pinheiros, Tatuapé, Vila Olímpia and Vila



WHAT IS GOING ON?

At the campaign launch event, on September 14, No





Madalena regions and impacted a total of 3,000 people.

In addition to the action carried out at São Paulo's busiest bars, No Excess also marked its presence in the digital world to expand the campaign's national visibility. We raised awareness on social media via publications by actor Bruno Guedes on his channels and the participation of vlogger Lully de Verdade, who launched a laidback video with important tips on responsible choices. The participation of these opinion makers was key to further engaging the young audiences, with this partnership responsible for impacting over 750,000 people.

The proprietary channels of No Excess accompanied the campaign's theme and focused their programming and content on traffic safety. Together, the video animation with an interactive ending and Lully's video had over 38,000 views on the No Excess YouTube channel, setting it apart from the other channels in terms of level of engagement.



THE POWER OF DIGITAL INFLUENCE ON OUR BEHAVIOR



the psychologist
Pamela Magalhães

Many factors can influence people's behavior, from the relationship with their family and friends to what they see on the internet. Social media is changing the way we interact, since we are now forging relations with more and more people with different cultures, values and opinions. The No Excess Newsletter interviewed psychologist Pâmela Magalhães to understand how these relationships influence society's behavior.

No Excess: We've been noticing that with today's hectic routines and excessive commitments, parents are spending less time with their children. What are the consequences of youth distancing themselves from their parents?

PM: Due to people's chaotic routines, an excess of activities and poor stress management, many people not only dedicate less time to their children but also spend little quality time with them, without really engaging in interactions. The consequence of this is an overwhelming feeling of guilt by parents who fail to give their children attention, which little by little works to create distance that soon reveals an abyss in their relationship. It affects confidence, understanding, harmony and communication.

No Excess: What do you think are the main reference sources for the behavior of today's youth?

PM: Without a doubt, young people look to social media for their main references. Popular personalities with whom they can relate and who capture their attention. They also resort to groups of friends, of course, crowds who make them feel welcome, integrated and give them a sense of belonging.

No Excess: What is your take on the influence of friends on the behavior of young people?

PM: I see it as something with a massive impact and presence on the universe of youth. If having friends can be dangerous in terms of influences, opportunities and risks, not having them also makes it difficult for them to socialize and leads to isolation and mental illnesses like anxiety and depression. Friends are important, so is learning how to deal with them. Parents should instruct their children, be attentive to who they hang out with and show them that they care and that they are aware of what's happening. However, avoiding conflict and invasion of privacy is a good strategy for preventing unwinnable wars between parents, children and their "friends."

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No Excess: Today's youth, the "smartphone generation," spends more and more hours connected to the internet, especially social media. How much does this excess connectivity with the digital world interfere with people's behavior in the real world?

PM: We can't fight against or even resist accepting that this generation is intensely connected to the internet and always on social media. This is a contemporary behavioral trend and trying to stop it is futile. The key is for families to include in their home routines habits that encourage and stimulate affectionate bonds between people. Like more conversations, eating together, watching a movie, planting a tree, cooking, playing a game... Without so much fighting or demanding that they turn off their smartphones or get of their computers.

No Excess: What's your take on the excessive exposure of people's lives on social media?

PM: Social media have been such a part of people's lives that slowly they have become an extension of it. Without realizing, these people end up sharing details of their daily lives, revealing intimate aspects, exposing family members and friends, while at the same timing become dependent on the repercussions of all this. They yearn for likes, comments, sharing as if it were vital for validating their actions and accomplishments. In my opinion, we're living in a time of extreme neediness and, without realizing, we are feeding more and more this chain of dependence, where "I need others to see what I'm doing," or "I need to show this or that to people," so that I can "feel good, valued, loved, whole..."

No Excess: In an ocean of selfies and photos of paradisiacal places, the neighbor's grass is always greener on social media. How does this idealization of a perfect life influence society's behavior?



PM: If we're not mature enough to understand our individuality and reality, we will be frequently looking for parameters of happiness in other people around us. Looking for models and references in people and constantly demanding from ourselves that we be more like them. Under the illusion that someone else's relationship, body, travels and work are all perfect! We don't realize that we're seeing what other people are showing us, not reality. In today's society of "edited" lives, only the beautiful things are emphasized, but not the limitations, struggles, faults, etc. It has been very complicated and almost nothing has been done. The inherent message is that such things don't exist, are hidden, shouldn't be shown, have no room. That leads to an anxious and superficial society focused mostly on appearances.

No Excess: Famous "online opinion makers" are apparently common people who share details of their lives and interact with thousands of followers on the internet. Do you believe that the content they share is responsible for influencing decision-making?

PM: The problem is not what is being shared or who is sharing their lives online. The question is how people's inner "Self" is disconnected from that. The more empty and lost we are, the needier and thirstier we become for references and models to guide us through life! To tell us who we are! To tell us who we should be! What we need and the recipe to follow so that the world can make some sense.

Self-knowledge is a fundamental tool to help all human beings take the reins of their own lives. If we become more integrated and emotionally aware, we will become more balanced and capable of giving a new meaning to our story, integrated with our identity in the world. Acknowledging what we are allows us to understand how we're different from others and finally to see ourselves for who we are. Avoiding excessive comparisons, imitation, insecurity, vulnerability, influence and dependence.

Pamela Magalhães (CRP:06/88376)

Internet users interacted with the No Excess channels and with opinion maker Bruno Guedes, a successful partner in National Traffic Week 2017, commenting on responsible drinking.



PEOPLE
ARE
SAYING

“

The best tip is to avoid exaggerating.”
(August 19, 2017)

“No drinking and driving. Alcohol and the wheel don’t mix!”
(August 26, 2017)

“I think it’s the role of a mother, not drinking isn’t a big sacrifice. I value my son much more than I value a drink. I have my entire life ahead of me, I can drink later #mybabycomesfirst”
(August 30, 2017)

“You said it all! People these days don’t care about the future, they gamble too much with their own lives and the lives of others.”
(September 14, 2017)

“I agree that almost all of our community should do everything naturally, with no excess.”
(October 19, 2017)



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