

IN THIS AD AUSTRALIAN TEENS CHALLENGE DRINKING CULTURE

By Holly Friend and Livvy Houghton

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Alcohol.ThinkAgain by Mental Health Commission and 303 MullenLowe

Watch this video at <https://www.lsnglobal.com/news/article/23189/in-this-ad-australian-teens-challenge-drinking-culture>

Australia – A new ad campaign commissioned by Curtin University flips the narrative around alcohol consumption and teenage rebellion.

The ad, which was created by the university’s Alcohol Programs Team in partnership with **303 MullenLowe**, is targeted at Australian parents and hopes to reinforce the importance of delaying alcohol initiation until adolescents turn 18. Rather than using scare tactics to raise awareness of the dangers of teenage drinking, the ad shows teenagers themselves asking their parents to ‘say no’.

While alcohol campaigns traditionally reference rebellious teenagers partaking in binge drinking culture, the campaign shows the maturity of Generation Z, who are embracing moderation. A study by Deakin University and the Murdoch Children’s Research Institute recently found that the number of Australian teenagers who consumed alcohol fell from 69% in 1999 to 45% in 2015.

Discover how your brand can cater for **Generation Sensible** by downloading our **Youth Futures** report, which is free for LS:N Global subscribers.