



Success Story: DB Breweries

Keys Down, Real Talk: reducing drink driving in the South Auckland community

About the project

DB Breweries' sustainability strategy, Brewing a better New Zealand, is guided by the UN Sustainable Development Goals, and we seek opportunities to contribute to the goals through our focus areas wherever possible. One of our key priorities is the responsible consumption of alcohol, and we are committed to leading a safe and sociable drinking culture for all New Zealanders. For us, that means drinking in moderation, at the right time, in the right place and for the right reasons. Through our programme of work in this area, we are contributing to SDG Goal 3 - Good health and wellbeing and Goal 12 – Responsible consumption and production.



Our head office and largest brewery is based in South Auckland, a region of New Zealand with the second-highest number of drink driving fatalities in the country. The culture in this community has historically been that drinking and driving is a 'badge of honour'. In order to tackle this issue, DB partnered with award-winning local creative producers, 37Hz, to develop a unique and impactful drink driving reduction campaign called '[Keys Down, Real Talk](#)'. The phrase 'real talk' is a colloquial term in the community for serious conversation.

The campaign features three short videos sharing peoples' real life experiences of drink driving alongside music from popular local South Auckland urban music artists - Tha Movement, Mareko and Swiss. The campaign message was simple: there's no safe level of alcohol when you're driving. The stories were sourced from the local community and selected because of their impact, while the artists were chosen because of their kudos within the target audience of males aged 18-30. We knew that if a brewery and a popular rapper collaborated to share a message about drink driving, it had the potential to be powerful.

The initiative focused heavily on community engagement and reaching people with a powerful, authentic message. To that end, DB and 37Hz attended a number of local board meetings, community group meetings and safety council meetings to share the concept of Keys Down, Real Talk and ask for feedback and support in sharing the message. The final three videos incorporated this community feedback and were released biweekly on YouTube, Facebook and Instagram in November 2018.

Since the launch, the campaign has reached over 165,000 people. Anecdotal feedback has been very positive, including these two comments from Facebook users: 'This should be the new drink driving ad' and 'Watching this gave me the chills. Thankful we [are] all still here'. We are continuing to share this message online and developing new channels and formats for sharing this powerful and important message in the future.

Contact

Rosie Cotter
Sustainability Manager
DB Breweries
09 259 3000 | www.db.co.nz

Most relevant SDGs:

