

FOOD AND BEVERAGE

Responsible drinking campaign enters Diageo into dialogue with young spenders

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The campaign is exclusive to the APAC market. Image credit: Diageo

By ZACH JAMES

British spirits distributor Diageo has its eyes set on the Asia Pacific market.

Launched this month, a campaign titled "Enjoy the Flow, Savour Every Moment" pictures South Korean singer and actor Kim Jun-myoon, better known by his stage name of Suho. Via an original song, the star uplifts the concept of drinking in moderation, a behavior that has a firm hold on the valuable Gen X, Gen Y and Gen Z customer segments.

"At Diageo, we are dedicated to promoting moderation and investing in programs that encourage responsible alcohol consumption," said Wilson Del Socorro, corporate relations director for the APAC region at [Diageo](#), in a statement.

"This groundbreaking campaign with Suho enables us to tap into the growing influence of K-Culture, engaging adult consumers across Asia Pacific in a creative way to make more mindful choices and embrace moderation."

Melodic movement

The marketing, exclusive to the APAC region, promotes the idea of enjoying alcohol in moderation.

The advertising will run in South Korea, Indonesia, Japan, the Philippines, Singapore, Taiwan and Vietnam for the next few months. Viewers are directed to the Diageo website, where they can find out how to enjoy adult beverages responsibly.

To encapsulate this, Mr. Jun-myoon stars and performs in a music video for an original song, titled "Savour the Moment."

Diageo presents "Savour the Moment"

DrinkIQ, the distributor's support and safe drinking advocacy division, is behind the musical release. Lyrics in the song's chorus, such as "take it slow" and "savor every moment," support the entity's mission.

Since its launch, the music video has garnered over 100,000 views on Mr. Jun-myoon's K-pop group Exo's channel, with additional impressions coming from Diageo's upload.

Placing the talent in an ethereal bar setting, the short film showcases safe drinking habits, such as a steady intake of water and not drinking to the point of "losing oneself."

In crafting the advertisement, sound engineers used bottles, liquors and other objects from Diageo's portfolio to create the

bubbly soundscape present. Suho's vocals are the final centerpiece.

Mr. Jun-Myeon is an uber-popular face among APAC audiences. His personal Instagram account has over 11.1 million followers, and his boy band's page has nearly just as many.

Diageo takes viewers behind the scenes of the spot's creation

Tying this message to an incredibly familiar face for its audience is an apt choice for the spirits brand to reach a younger demographic.

"I'm happy to participate in a purposeful campaign, where I can share meaningful messages for a good cause," said Mr. Jun-Myeon, in a statement

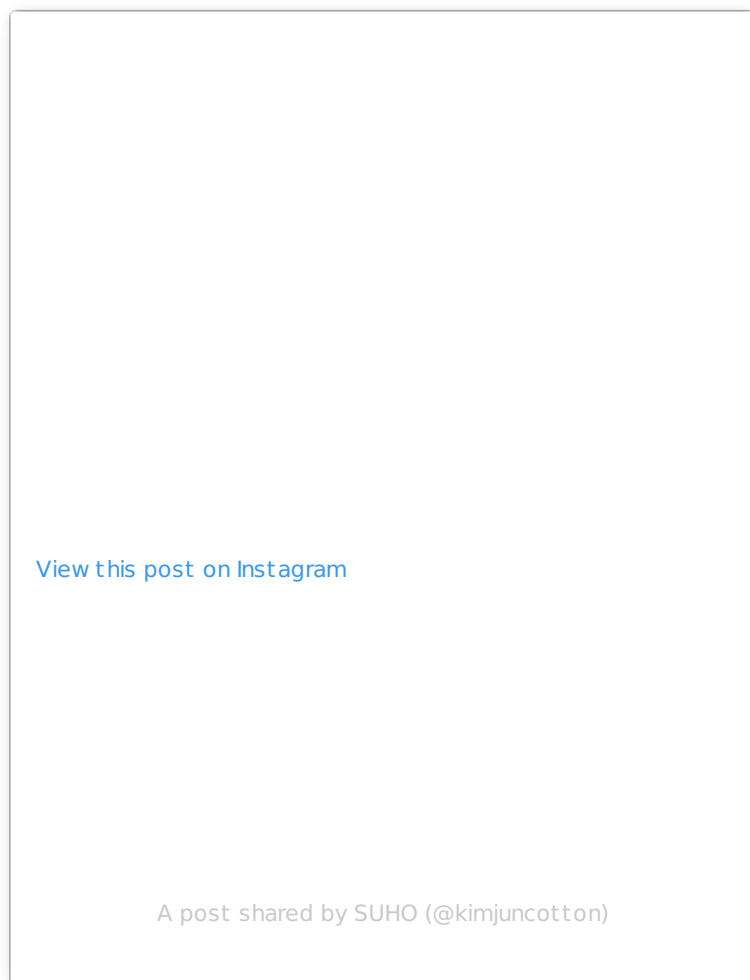
"Occasionally when I do have a drink, I make sure to drink in moderation," he said. "I really like how we've weaved into the song and music video messaging around pacing yourself, savoring the moment and not losing yourself."

Everything in moderation

Among younger audiences, specifically Gen Z, casual drinking is no longer in vogue ([see story](#)).

Instead, imbibing during special occasions is more favored. However, that is on the decline as well.

When youthful consumers do drink, they are more likely to choose high-quality, limited-batch options, such as whiskey, mezcal and rum ([see story](#)).



The majority of the time, non-alcoholic options are preferred and continuously gaining traction in the mainstream.

According to recent findings ([see story](#)), health concerns are stated to be top-of-mind.

Respondents view alcohol as a more harmful substance than cannabis. As wellness continues to be a major factor in luxury and among aspirational audiences, this ideal is likely to continue ([see story](#)).

Diageo is taking these headwinds to heart with its latest campaign, with Asia Pacific being one of its two biggest business

regions, the other being Europe ([see story](#)). Tapping into what consumers want in one of its top-performing markets could prove fruitful, even if what is being advertised boils down to indulging in fewer of its products.

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