



Unsubscribe from Alcohol

Executive Summary

The mission of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) is to generate and disseminate fundamental knowledge about the adverse effects of alcohol on health and well-being. According to the 2023 National Survey on Drug Use and Health, 224.3 million people aged 12 and older (79.1%) drank alcohol at some point in their lifetimes. NIAAA's goal is to provide scientific evidence-based information so people can make informed decisions about their drinking patterns and help those with alcohol problems find treatment.



Challenge

Sober October is a month-long challenge in which participants take a break from alcohol as a way to promote health and wellness. To draw attention to this sobriety challenge, we were asked to create an attention-grabbing and memorable video that explains the benefits of reducing drinking.

Solution

Introducing our conceptual product: the “Unsubscription Box.” In an era where many of us subscribe to various services like streaming platforms, gyms, and meal kits, we encourage you to take a moment to reconsider your relationship with alcohol. Perhaps it’s time to unsubscribe from habits that no longer serve you.

When you choose to unsubscribe from alcohol, you’ll unlock a host of benefits:

- Improved health (both physical and mental)
- Monetary savings
- Enhanced relationships
- Better sleep

To promote the Unsubscription Box, we envisioned a compelling infomercial that highlights these advantages and inspires positive change.

A classic infomercial’s look and feel are instantly recognizable. In the 1980s and 1990s, these extended commercials developed into a unique advertising style that was both persuasive and entertaining.

They were designed to grab your attention, leave an impression, and generate sales. Our retro Unsubscription Box concept aimed to accomplish all of these things, using humor and nostalgia to promote the very serious benefits of rethinking drinking.





Results

Paid

153,799

Total Paid Impressions

67,740

Total Impressions
Facebook

86,059

Total Impressions
Instagram

7,855

Thru Plays
Facebook

10,971

Thru Plays
Instagram

\$0.06

Cost Per Thru Plays
Facebook

\$0.05

Cost Per Thru Plays
Instagram



Total

167,799

Total Impressions



Top performing supporting
post by engagement