

*BEYOND THE
BOTTLE*

Hampton University

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A Media Campaign on Alcohol Prevention

*BEYOND THE
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OUR PITCH

- South Carolina colleges and universities need Alcohol 101+ **to encourage student safety and support retention rates across the state.**
- According to SAMHSA, about **30%** of young adults ages 18–20 reported **alcohol use** over a month-period, and **21.2%** engaged in **binge drinking.**

EXCESSIVE ALCOHOL USE LEADS TO...

- **Missing class frequently** = Poor academic performance/higher risk of **dropping out.**
- **Dropping out** = lower retention rates, reduced tuition revenue, **fewer skilled workers in the workforce long-term.**



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Courtesy of WIS 10

Courtesy of Dignity Memorial

- Underage drinking costs South Carolina **1 billion dollars per year.**
- Alcohol 101+ stats from 2023 state that **97% of students** felt **equipped to make responsible alcohol choices.**

We must ensure students make it from their freshman year to graduation.

TARGET AUDIENCES AND DATA

PRIMARY AUDIENCE:

SC Lawmakers & University Leaders

Programs:

Alcohol Enforcement Teams (AETs)

- **Compliance checks** (4,495 in 2022)
- **Bar checks** (6,075 violations in 2022)
- **Dispersing underage drinking parties** (52 in 2022)

Palmetto Retailer Education Programs (PREP)

- Train staff who sell alcohol (858 trained)

Youth Prevention and Awareness Programs (AET)

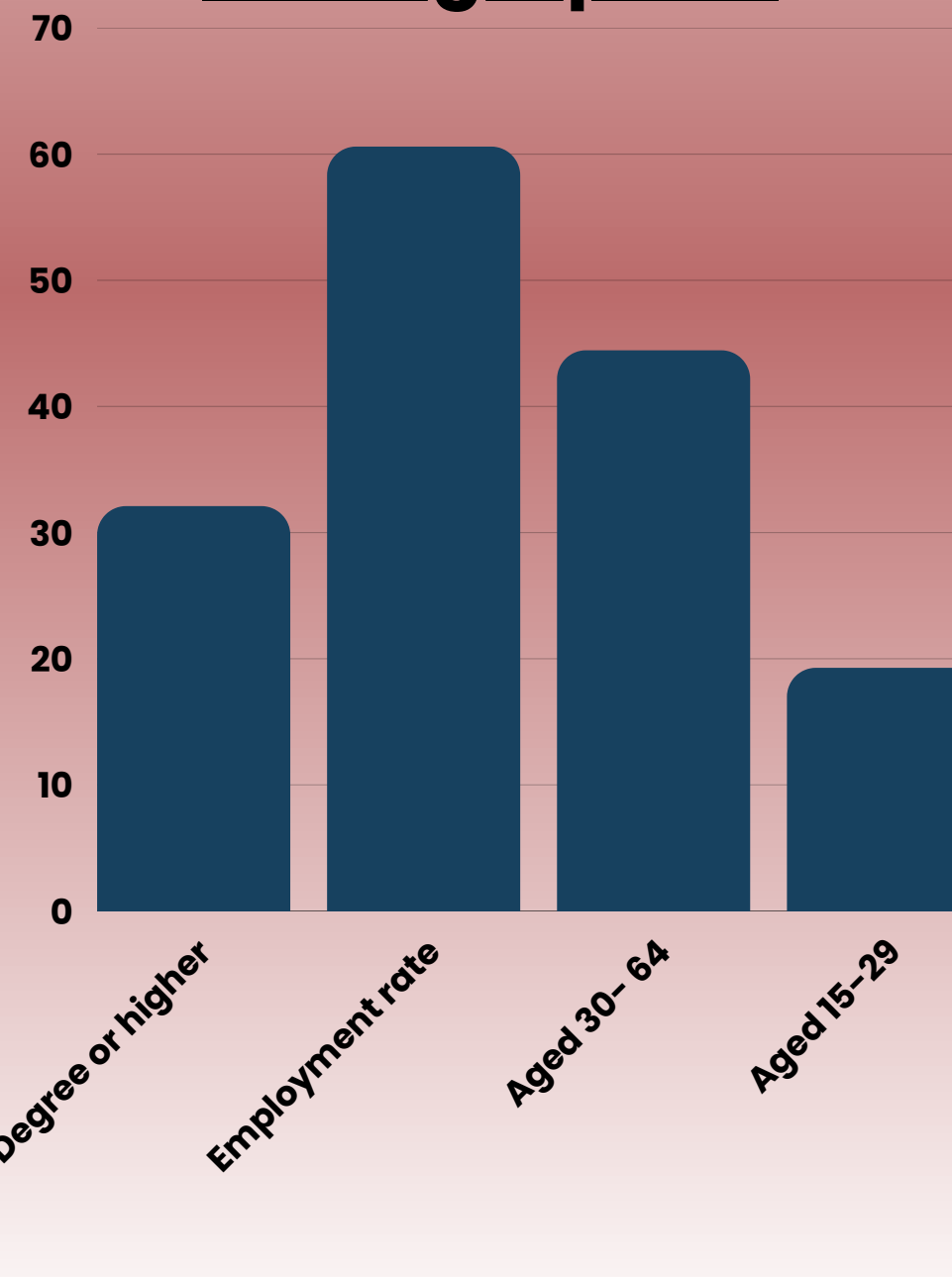
- help youth make **smarter choices** and reduce **substance use**
- about **2.7** million people reached

SECONDARY AUDIENCE:

SC University Students

Audience

Demographics



Governor Henry McMaster

Implemented April as Alcohol Awareness Month.

- In January, [H.3430](#) law went into effect that strengthens **underage drinking regulations** mandating higher **liability insurance** for alcohol selling establishments, mandatory **server training**, increased **penalties for alcohol sale violations**, and **potential service shutdowns** to help curb sales to minors.
- SC house bill [H.4364](#) would require **ID verification**, employee **background checks** and **training** for alcohol delivery services (Uber Eats, Doordash) and curbside orders. The bill may restrict **alcohol deliveries** to college residence halls.
- SC house bill [H.4001](#) would **limit liquor stores** in the state to operate **1-5 p.m. on Sundays**.

ALCOHOL 101+ VS THE COMPETITION

ALCOHOL 101+

- Alcohol 101+ is **visually more engaging** and **attention-grabbing than competitors** using games, animations, and strategy scenarios.
- Makes students more aware of the **safety and consequences of drinking.**
- Used across **150 colleges** and **universities** nationwide, none in South Carolina.
- **97%** students felt equipped to make **responsible choices** about Alcohol.
- **88%** of teachers surveyed **reported HIGHER student ENGAGEMENT** using digital games, notes (Market.us Scoop).

COMPETITION (ALCOHOL EDU)

“The program did not have sustained effects after the fall semester” (NIH).

- Alcohol Edu is a prevention program aimed to reduce alcohol misuse for college students.
- Used across 500 campuses nationwide, including **University of South Carolina and Costal Carolina University.**
- Implemented for incoming first-year students and they typically have until the Fall Semester to complete.
- Alcohol Edu is more **traditional**. Built around online modules that teach students about **alcohol consumption**. It’s less interactive, less game-based, **LESS ENGAGING.**

OUR IDEAS & BUDGET -----> 300K

IDEAS	TOTAL
<u>Influencer Campaign</u>	\$10K
<u>Email/Text Petitions</u>	54K
<u>Digital Ads to Encourage Petition Signatures</u>	45,120K
<u>Non Alcoholic College Parties/Rush Week Parties</u>	80K
<u>Campus Ambassadors</u>	54K
<u>Merch</u>	9,560K
<u>Mocktail Bus</u>	35,550K
<u>Beyond The Bottle Scholarships</u>	10K

***Contingency Fund**
 ----> **\$15,000 TOTAL ***

Click table for breakdown



WHY THIS BUDGET WORKS | \$298,950

- In the age of social media and to **appeal to consumers**, traditional marketing strategies aren't going to **cut it**
- Hosting events on campus makes the brand seem more **personable**
- Which can **create connections** with students and have this program **resonate** with them
- Consumers **are more likely** to be loyal if they can **connect with the brand**

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Our Main Focus for Advertisements

Demographics: College Students, **Ages: 17-24**

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*Thank You for
Considering Our Pitch*