

10Q

How we work

Knowledge. Research, studies and attitude surveys.

Communication. Nationwide or targeting specific risk groups.

IQ Network. Community-based interventions.

Background

Student life.

A setting with a strong alcohol norm.

Consequences of drinking.

48% Refrained from doing things they should or planned.

32% Poorer study performance.

12% Got into fights or had relationship issues.

Heavy drinking.

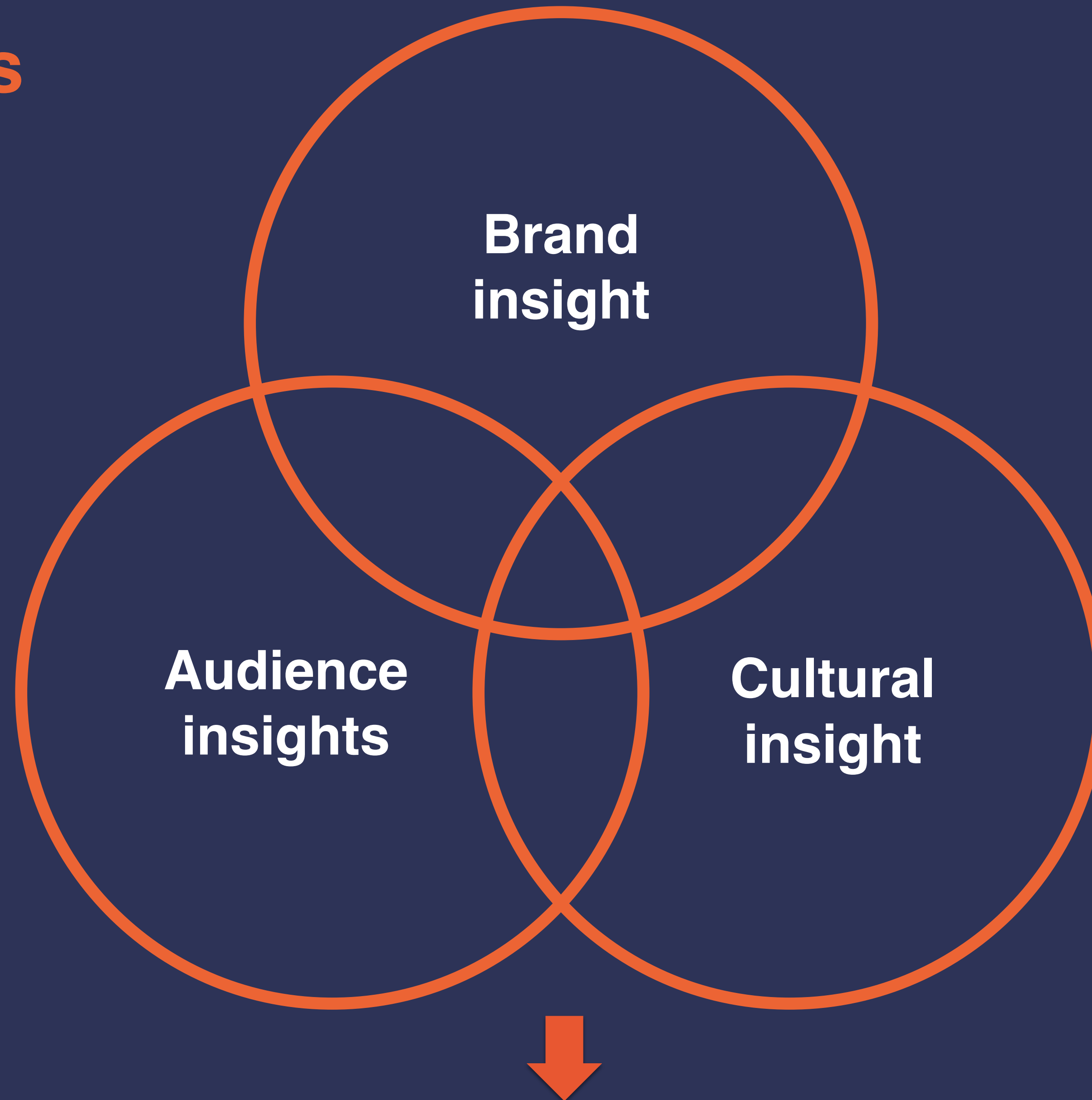
74% harmful consumption of alcohol.

What we hope to achieve

Mission. Help raise awareness about student's alcohol consumption and encourage individuals to reflect on their drinking habits.

Communication goal. Inspire to engagement and activation.

Starting points



**Brand
insight**

**Audience
insights**

**Cultural
insight**

Coaching attitude

IQ is socially credible and has a tone that resonates with students.

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Students want to get the most out of the party. But once it's started it's hard to focus on taking care of yourself.

Motivation, in the form of personal feedback, has a positive effect on reducing alcohol consumption among young adults.

"Student life" in Sweden is often synonymous with the expectation that "everyone" should drink alcohol. A preconception linked to traditions and a strong alcohol culture at many universities.

What if IQ could be invited to the party as a smart and social support for those who want to take better care of themselves?

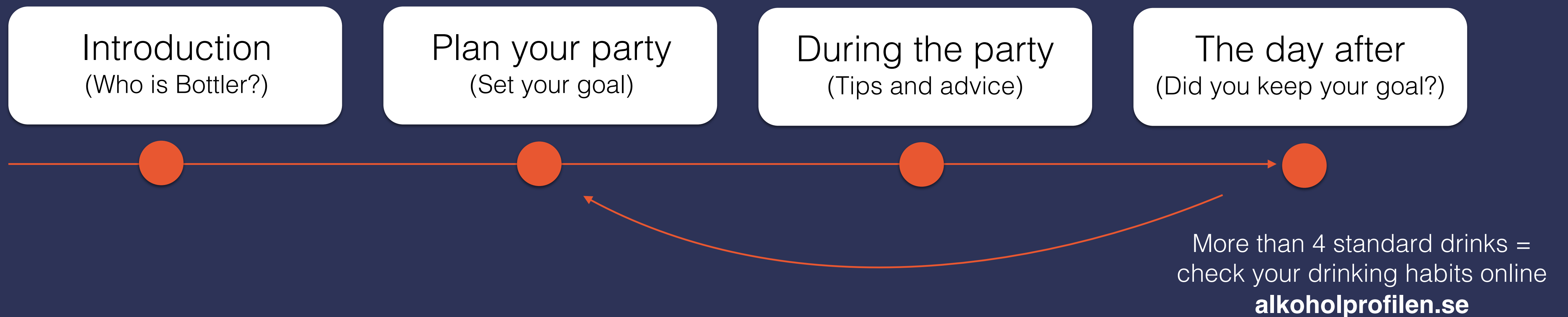


IQ Bottler

Bottler is a digital personal trainer that guides students before, during and after the party. For a smarter and more enjoyable student life.

Journey map

- Introduction and purpose.
- The chatbot checks the age of the user.
- The chatbot asks you about your party plans - if you have a party planned or not, or are at a party right now.
- It asks which of three goals you want with the evening:
 1. keep track of your alcohol consumption
 2. wake up with a smile on your face
 3. have an epic party.
- It asks you to estimate number of standard drinks you will drink.
- Bottler gives tips and advice during the evening based on the goals you set during the planning phase.
- The chatbot asks how you feel and whether you kept to the number of drinks you had estimated to drink.
- It provides feedback, tips and support based on how your night went.
- It encourages the user to bring Bottler to the next party as well.



Channels of communication

Studentkoret and Mecenat

PR

Social media

Influencers

Student unions



Thank you!

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