

‘Know Your Limits’ Campaign gets personal at The Clothes Show Live

The Home Office’s Know Your Limits alcohol awareness campaign was brought to life at the Clothes Show Live exhibition, taking place at the NEC from 5-10 December.

The Know Your Limits campaign was one of the exhibition’s sponsors, having identified the show as a prime environment in which to get across key messages highlighting the risks of excessive drinking. As the largest fashion and beauty event in the world, Clothes Show Live attracts a mainly female audience who will often attend in small friendship groups. This provided a real opportunity for Know Your Limits to reach its core audience.

The Home Office stressed that the campaign is not about stopping people from enjoying a drink, but about promoting sensible drinking behaviour. The message being conveyed at the Show was about taking personal responsibility for drinking behaviour and knowing when to stop. TRO created the campaign’s presence at the Clothes Show Live. In addition to designing and building the exhibition stand environment, TRO branded three changing rooms and produced a range of message-bearing give-aways.

Said TRO Account Manager Emma O’Leary: “Our brief was to enable visitors to gain a personal experience of the campaign’s key messages; also to create a Know Your Limits buzz at the show. Focusing our execution around the campaign’s themes of vanity and vulnerability, we exaggerated the controversial shock tactics provided by the theme in order to create a stand that strikingly jarred with the stylish, glamorous environment provided by the Clothes Show Live.”

Visitors to the stand were challenged to perform a series of tasks that they would carry out on a typical night out – only this time hampered by wearing a set of ‘KYL goggles’. These are glasses incorporating a special technology that gives the wearer the impression of being drunk. When trying to apply cosmetics to a face superimposed on a mirror while wearing the glasses, girls discovered just how disorientated they were by the simulated effect of alcohol.

What initially looked like a full-length mirror was actually a lenticular picture showing contrasting images of the same person visible from different angles. From one side visitors saw an attractive Brad Pitt look-alike at the start of the night, while from the other the view was a worse-for-wear version.

The Home Office will be evaluating the success of the experiential medium. On leaving the stand, visitors were asked to fill out a short questionnaire aimed at discovering whether their experience on the stand had made them feel more negative about binge drinking. In exchange for the completed form, they received a small branded gift carrying a reminder message. Stand staff also logged the number of people taking part in the activities.