

Education Goes to the Source

Oregon Liquor Control Partners with AdCoasters to Expand Public Awareness

Portland, Oregon The Oregon Liquor Control Commission was looking for a way to expand its public education program. Television was too expensive and public service announcements too preachy. Outdoor advertising seemed to address alcohol consumption a bit after the fact – already behind the wheel. So, the OLCC decided to go to the source, bars and restaurants, using beverage coasters to educate and inform the public about state liquor laws, alcohol consumption and server education. The OLCC hired AdCoasters to create an attractive and thought-provoking campaign using five different coasters and an Q&A format. The printing was executed in a gang-run process allowing the OLCC to increase print quantity yet stay within a set budget.

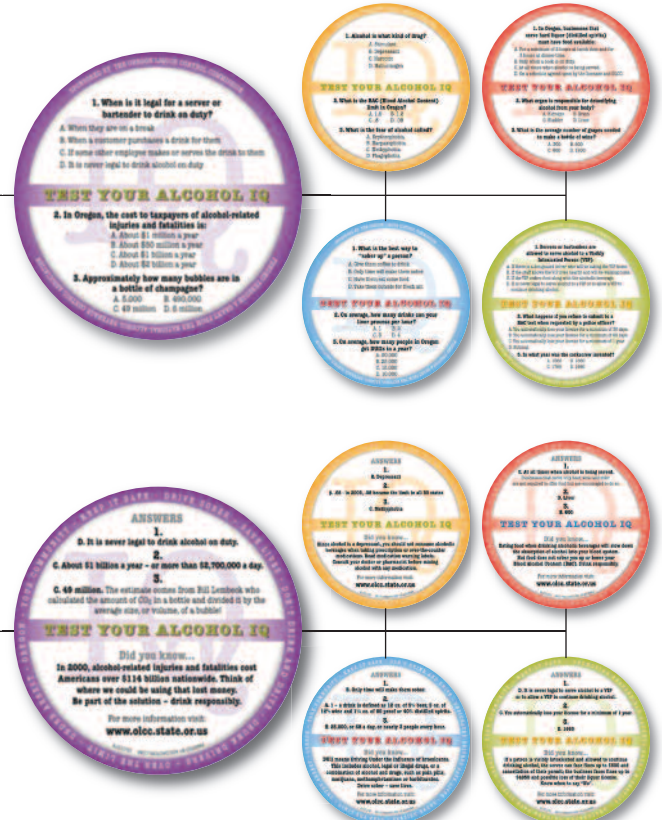
AT-A-GLANCE

- Client:** Oregon Liquor Control Commission
- Quantity:** 50,000 total (5 different versions)
- Term:** Annual campaign
- Placement:** State of Oregon
- Target:** All genders, 21+

THE MESSAGE

Each front asked questions addressing liquor consumption and server issues. 4-color process.

Each back held the answers to the questions along with a fact about the liquor laws in Oregon. 4-color process.



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