

24



DIANA
TEOH
AUSTRALIA
ENGLISH 2ND
LANGUAGE



ANTTI
MUHONEN
FINLAND
ENGLISH 2ND
LANGUAGE



AGAN
GAUTAM
NEPAL
ENGLISH 2ND
LANGUAGE

RUZINDANA
EGIDE
RWANDA
ENGLISH 2ND
LANGUAGE



TASHLYN
TOKYZHANOVA
KAZAKHSTAN
ENGLISH 3RD
LANGUAGE



ANNA
MCDONALD
NEW ZEALAND
ENGLISH 1ST
LANGUAGE



MEENALOSANI
SRI MARAN
MALAYSIA
ENGLISH 2ND
LANGUAGE

2014 GLOBAL ENTERPRISE EXPERIENCE
TEAM 24 - THE TEETOTALLER PROJECT

Executive Summary

"We live in a decaying age. Young people no longer respect their parents. They are rude and impatient. They frequently inhabit taverns and have no self control." These three sentences are believed to be found on the walls of a 6,000 year old Ancient Egyptian tomb. Still today it is a popular adult world view on the youth in the 21st century. There is the proof - we aren't doing anything new. So why do the behaviors of the young after centuries remain the same? Human nature? Rebellion? Coming of age? Perhaps the answer to these are all yes, but for kids growing up today they face different adversity to the Ancient Egyptians. Facebook, Instagram, twitter, video messaging. An individual is no longer only what stands on two feet. We have a digital self. Pressure from peers can be instantaneous without even being in the same country. Celebrity lifestyle and influence is accessible 24-7. One public mistake can become a global phenomenon in minutes. Scroll through facebook to find young girls lying on the footpath, in a comatose state, her friends took a snap before helping her. Type intoxicated youth into youtube and the results are disturbing. The problem - alcohol and drugs are becoming a precursor to a major portion of what is influencing violence, abuse and mental illness.

How do we think we can fix it? The world is changing and attitudes need to change with it. How do you influence attitudes of youth today? With a social movement no less. This report outlines our team proposal to make an impact on youth attitudes toward sobriety in a cool, attractive way. Our difference is we are looking at it from the perspective of the youth.

Most other 'adult lead' initiatives are viewed with resistance like how the child responds to a lecture from the parent, 'what were you doing at your age?' In their view it is a cultural norm, not a problem. Anything out there targeting drug and alcohol use just does not apply to them. Our product may not be typically innovative, but the way we want to deliver the message is new, fresh and will effectively target this issue.

Partnerships will be key in implementing a global strategy and establishing our brand. Our sustainability will rely on our ability to effectively capture the market. But with logical research and marketing we think we have the tools to make it work.

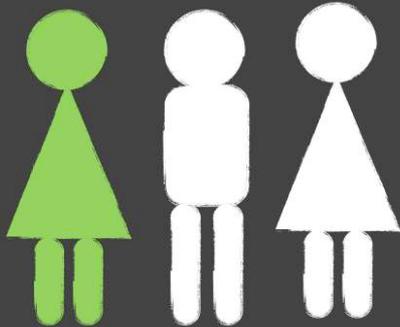
In light of the project we have chosen to undertake, it is useful to know the origins of Teetotalism quoted from the Oxford Dictionary, *"Mid 19th century: emphatic extension of total, apparently first used by Richard Turner, a worker from Preston, in a speech (1833) urging total abstinence from all alcohol, rather than mere abstinence from spirits, advocated by some early temperance reformers."*

I would like to thank Team 24 for their efforts with this project, expanding their horizons and diving into a topic unfamiliar to some and all too familiar for others. Also to thank Mr Turner for coming up with the foundation for our idea nearly 200 years ago.

Our vision: *Change attitudes. Change the young. Change the world.*

Anna McDonald

THE PROBLEM



One in three NZ 25 year olds admitted to an alcohol problem established in their youth

50000
drinking at least once a week...

...WITH THE INTENTION OF GETTING DRUNK

Australia ages 16-24

Drugs are used by the age group fifteen to thirty-five in Nepal, especially boys. Misuse leads to addiction and loss of family & career.



125000

Australian teenagers under age of 17 are classified binge drinkers

A LEADING CAUSE OF DISEASE AND INJURY
Australia ages 16-24



1st drink 14.5 years Aus



Alcohol usage is cultural in Finland - it's at every party, dinner and get together



NZ: 72% of secondary school students have tried alcohol



Finland: 15-16 year olds 60% have tried alcohol in 2011.



NZ: 24% are classified as binge drinkers



One in twenty NZ twenty-five year olds alcohol-dependent or had an addiction where liquor ruled their lives and they needed it to function

MORE THAN A QUARTER OF BOTH FEMALES AND MALES SAID THEY DRANK UNTIL THEY BLACKED-OUT WITH ONE IN 10 SAYING THEY HAD BEEN ASSAULTED PHYSICALLY OR SEXUALLY THROUGH ALCOHOL-RELATED BEHAVIOUR

WHAT IF WE COULD TARGET THE PROBLEM BEFORE IT BECOMES A STATISTIC?
WHAT IF WE COULD CHANGE THE ATTITUDES THAT INFLUENCE THE PROBLEM?
WHAT IF WE COULD INFLUENCE THE ATTITUDES?

VALUE PROPOSITION

MAJOR INFLUENCES TO DRUG AND ALCOHOL CONSUMPTION

PEER PRESSURE

CELEBRITY INFLUENCE

FEAR OF MISSING OUT / HEDONISTIC

A short survey monkey we conducted revealed youth are more inclined to rank being intoxicated in a social setting higher than being sober. This included attending sports games, clubbing and concerts. Many had not even experienced these events sober yet assumed they would not enjoy it as much. We looked into this further and came up with the idea, if there was an event that could be fun and enjoyable with the removal of alcohol and drugs we could change this view. But to do this we would essentially need to influence the negative influences peer pressure, celebrity influence and the FOMO (fear of missing out) or seeking hedonistic experience.



THE SOLUTION - BE A TEETOTALLER - B.A.T.

A social movement making fun without alcohol and drugs

We want to have an annual festival featuring celebrity musicians who have pledged themselves as Teetotalers. Currently on the list is Katy Perry, Chris Martin, Calvin Harris, Eminem, Eric Clapton and many more. The concert would be broadcast live online across the globe and at a different location each year. Alcohol and drug free, the festival goers will experience world class entertainment and able to remember the whole thing.

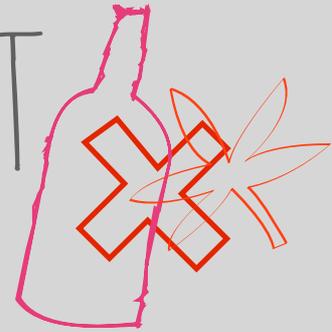
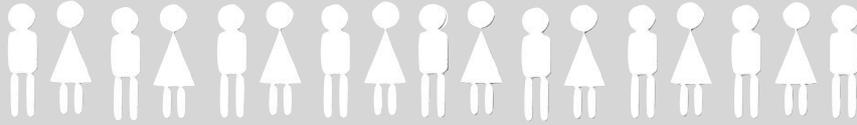
Our major selling point will be built up through the social movement aspect of the project. Why would anyone choose to go to this concert instead of one where they could get wasted? Is it this attitude we want to abolish. We want to make sure the target market is convinced they can't miss out on the movement. Looking to changing the three major influences is how we can do this.

The effects of social media today are astounding. With a slick, attractively designed video an idea can go from a title on a page to a global phenomenon instantaneously. 2012 Kony project and Nivea for women portrait project are examples of how reaching a target

market, taking 3 minutes of their time can influence them so much as to buy whatever they are selling just so they can support the clear and logical cause they presented before them. It's the digital effect, if your friends are watching it, liking it, tweeting about it, you want to check it out too. We want to use peer pressure here in a positive way. Using the brand *BE A TEETOTALLER* we want to be the next digital phenomenon.

Celebrities are often conceived as people who party, live the high life and we are addicted to watching their downfalls with substance abuse. In reality, there are many out there that do not live up to this perception the media feeds us. With established role models, youth want to act like them, think like them, one day be them. Making the event run somewhat like Coachella, Glastonbury, Tomorrowland. A program like famous events that have had previous success creates a platform for 'cool' exclusive to youth without the dangers alcohol and drugs bring to the table. These tools combined can change the perception of the experience of fun and empower youth to make their own decisions.

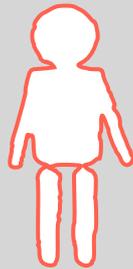
THE MARKET



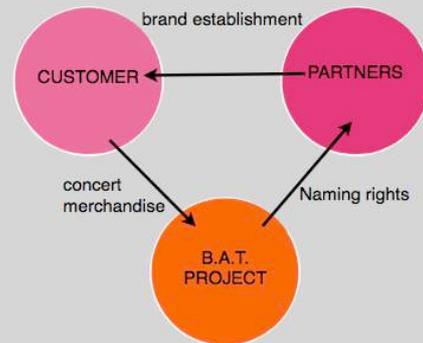
Our most important customers are youth. The number of youth between the ages of 15 and 24 is 1.1 billion. Specifically youth in developed countries would be our initial target as this is where we find there is a need to stop binge drinking.

TARGET CUSTOMER

- Peer pressured
- Age 14 - 24
- Hedonistic
- Digital presence
- Developed country
- Celebrity influenced



FOMO - fears of missing out often confuses their wants and needs; safety, love, security



Our focus is a gap in the market for alcohol and drug free events that still are fun and exciting for pleasure seekers that would normally turn to alcohol or drugs. Steer away from abstinence and sobriety - not attractive nor influential past the stage of childhood. We want to change the attitudes and influence future choices when faced with peer pressure, a negative celebrity example or a fomo moment.

COMPETITIVE ORGANIZATIONAL ANALYSIS

	What does this organization do?	What are strengths of the organization?	What are weaknesses of the organization?
TEMPERANCE MOVEMENT	Social movement urging reduced consumption or prohibition of alcoholic beverages.	The temperance movement still exists in many parts of the world. Rich experience from the early 19 th century.	Less politically powerful force than it was in the early twentieth century. In the Decline phase. Almost not working.
STRAIGHT EDGE	Subculture and subgenre of hardcore punk whose adherents refrain from using alcohol, tobacco, and other recreational drugs.	Influence of the music is big. Many notable youth bands started from it.	Also in the decline phase. Some media sources portrayed straight edge as a gang.
FOUNDATION FOR A DRUG FREE WORLD	Nonprofit public benefit corporation that empowers youth and adults with factual information about drugs.	Network of volunteers. Drug awareness events.	Has relationship with the Church of the Scientology Posters, videos with a scare style, untruthful information.

MARKET SIZE POTENTIAL

We estimate 60% of the world's youth will be subject to alcohol use:	20% of this could be our potential online reach:	1 in 10 people browsing likely to watch a video:	1 in 50 make a concert merchandise or ticket purchase:	Concert customers in the first year:
66 million	13 million	1,300,000	26,000	100,000

THE MONEY

€	YEAR 1	YEAR 2	YEAR 3	YEAR 4
BEGINNING BALANCE	0	(50,000)	350,000	850,000
CASH OUTFLOWS				
Advertising	(100,000)	(200,000)	(100,000)	(100,000)
Merchandise	(100,000)	(100,000)	(50,000)	(50,000)
Concert costs	(5,000,000)	(7,000,000)	(10,000,000)	(10,000,000)
CASH INFLOWS				
Ticket sales	5,000,000	7,500,000	10,000,000	10,000,000
Broadcast adverts	50,000	100,000	500,000	500,000
Naming rights	50,000	50,000	100,000	100,000
Merchandise sales	50,000	50,000	50,000	50,000
ENDING BALANCE	(50,000)	350,000	850,000	1,250,000

Advertising will increase in year 2 as we will need to recapture those who attended the previous year and new customers

Ticket sales are based on year 1 100,000 concert goers, year 2 150,000, year 3 200,000 and same in year 4 at a ticket cost of 50€ their minimum willingness to pay for at least three headline acts.

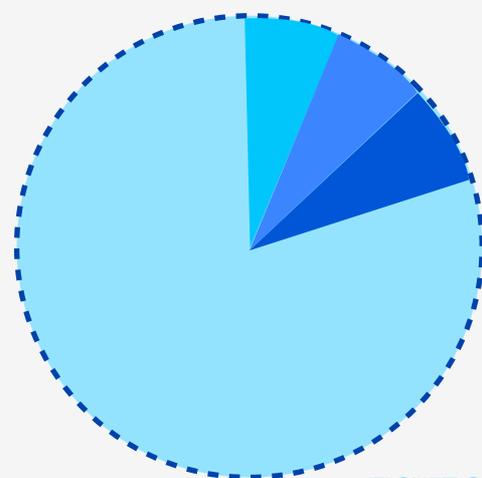
Advertising within the online broadcast will increase as the reach will be greater as the brand becomes more popular as with the price of the naming rights on a biannual basis.

The concert will be more costly as the years progress as each festival will have to surpass the previous year to gain and retain customers.

We will require an initial start up capital of 100,000 for advertising. Ticket sales will be sold online and cover the costs of the first concert. Naming rights and broadcasting advertising sales will cover the costs of merchandise. The capital will be returned to the investors in year 2.

With expansion, BAT project could undertake a 2:1 strategy to help third world country such as Africa and Cambodia with alcohol and drug related poverty issues by donating an item to every two merchandise that will be sold in the fifth year of growth.

PROPORTIONAL EBITDA



TICKET SALES
BROADCAST ADVERTS
NAMING RIGHTS
MERCHANDISE SALES

THE B.A.T. PLAN



KEY ACTIVITIES

The key activities are inviting famous Teetotaller celebrities on stage to perform promoting a campaign of supporting children and youth to be part of a Teetotaller community. The annual event will be held in summer, changing location each year. A place like Sydney Australia could be a great place to establish the event in its first year as this is where the problem is major and there is a clear need for a change in attitudes toward consuming alcohol and drugs.

Teetotaller companies are able to be sponsors for BAT project by showing their interest in helping the society to be a better place for the future; these companies are usually heavily involved in social contributions. Retailer as sponsors will be a great start as part of the marketing tool for the BAT campaign by purchasing an advertising package for the event and the online broadcast also producing revenue.

The main purpose of this project is to raise awareness among the children and youth to become a Teetotaller. Through selling meaningful/attractive merchandise to supporters and teenagers by making them feel important and proud to be a Teetotaller. Prints like "I'm a B.A.T. man" or "I'm a TEE" on the front of clothing is appealing to youth, especially if worn and endorsed by the celebrity Teetotallers. Similar to musicians from Prague, Czech Republic, promote the drug-free message with banners, t-shirts.

Potential to gather a group of youth to create a Teetotaller song to help support the community in reducing alcohol and drug abuse issues globally. This not only able to offer children and youth with the education they required through meaningful lyrics but also able to appeal to like-minded teenagers.

KEY PARTNERS

The BAT Project key partners are celebrities that we will be invited to perform at the event.

Making a partnership with a promoter such as iheart radio could be beneficial in producing the B.A.T. festival.

Retailers as partner to sell the merchandise items, we can save cost to manufacture the merchandise items as major retailers will usually have their own specific manufacturing companies that they partner with. This would reduce risk and uncertainty of seeking for a manufacturer overseas without being familiar in the retail industry as well as the cost will be involved in traveling and organising for a production line.

DISTRIBUTION CHANNELS

Online ticketing service. Potential for a 'pledge' platform where the customer must pledge to 'Be a Teetotaller' for the festival on purchase.

Social media campaign to reach target audience using modern attractive branding and communicating the problem to them directly so they can be part of the B.A.T. movement.

Merchandise Manufacturers – BAT will design and create a personalized t shirts. Manufacturers in China/India will complete production. Production tracking and quality checking with the manufacturers will be in place to ensure that the process is under control and met with our requirements. The product will be shipped to our established retail partner that will be selling our merchandise. The B.A.T. song will be made available on iTunes.

LEGALITIES

Our project will have to comply with many regulations around alcohol and drug advertising policies, council regulations and event management. Also copyright, patenting and trademarking our brand will be important to remain sustainable.

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