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A CONDOM WITH A LONG DRINK – PLAY IT SAFE CAMPAIGN

Finnish craft brewery and beverage manufacturer Mallaskoski (Seinäjoki, FINLAND) and RFSU of Finland are distributing condoms this summer alongside with Mallaskoski canned Gin Long Drink, an alcoholic beverage. The marketing campaign is targeted to the young adults encouraging them to have more responsible sex when under the influence of alcohol.

According to the recent studies alcohol is found to play significant role in leading couples to initiate their very first sexual encounter. Sex apparently drives young people to drink more.

“When the going gets tough, the tough may not always be enough. We wanted to do a campaign for responsible sex differently, with a positive feeling”, says Leif Grotell, the managing director of the Finnish RFSU.

Gin long drink is very popular alcoholic beverage in the Nordic countries, especially in Finland. Originally invented for the Helsinki 1952 Olympic Games, long drink has since become the most loved summer drink in Finland. Mallaskoski long drink (alc. 4,5%-vol.) is a fruity grapefruit flavoured long drink with a soft twist of gin aroma. Packed into a convenient 0,5L aluminium can it is consumed very much the same way as beer, except that it is more popular among females than what beer is. Sultan Play easy fit -shaped condoms are attached to the Mallaskoski long drink cans by putting them into the bottom of the can and covering them with a plastic sticker seal stating “Enjoy with Protection!”.

“Our campaign is intentionally timed to start in the middle of the summer when the sun hardly ever sets down here in Finland. That’s when the Finns are most active both in consuming alcohol and also relating to sex”, comments managing director Markus Lyyra of Mallaskoski the unconventional campaign. “There is a condom per every dozen of the long drink cans”.

The “Play it Safe” campaign video is available at www.youtube.com/watch?v=7pK7AYQc-GE. Additional campaign material is also to be found at www.mallaskoski.fi/longdrink.

More information:

www.mallaskoski.fi

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