

BC LIQUORSTORES

www.bcliquorstores.com



THINK OF ME BOTTLE SLEEVE APPLICATION

EMAIL TO:

Marketing Department

EMAIL:

marketing@bcldb.com

COMPANY:

BC Liquor Distribution Branch

PHONE NUMBER:

604-252-8726

Please complete the application and email this form back to the *Think of Me* Coordinator at marketing@bcldb.com.

ORGANIZATION: _____

CONTACT NAME: _____

PHONE: _____

FAX: _____

E-MAIL: _____

PARTICIPATING SCHOOL: _____

PURPOSE OF PROGRAM: _____

NUMBER OF BAGS REQUIRED (APPROX): _____

LIQUOR STORE WHERE BAGS ARE TO BE COLLECTED: _____

DATE OF PICKUP: _____



**THINK OF ME
PROGRAM GUIDELINES**

Program Steps:

1. Call the BC Liquor Stores Marketing Department (604-252-8726) with information on the program you would like to coordinate, the approximate number of students who will be involved and the liquor store(s) you would like to work with.
2. The Think of Me Coordinator will provide you with the guidelines and an application form. Once approved, you will receive a letter of approval and a letter will be sent to the local BC Liquor Stores manager, advising them of the program and how many bags will be required.
3. Please call the BC Liquor Stores manager in advance to arrange pickup of the bags and take a copy of your approval letter with you.
4. Distribute the bags to students and/or teachers with the guidelines.
5. Bags are decorated.
6. The teacher/coordinator should review the bags for appropriateness and recycle those that do not meet the guidelines and forward the proposed ones to the BC Liquor Stores for consideration.
7. Once approved, return the decorated bags to the liquor store where they originated.
8. The local BC Liquor Stores manager will review the bags for appropriateness and those bags that are suitable will be distributed to customers with their purchases.
9. We are always pleased to hear about program success and welcome your feedback. Thank you in advance for your interest in the program and in promoting social responsibility.

Program History:

The *Think of Me* bag decorating program originally started as a cooperative project between the LDB and ICBC. The name "Think of Me", originated when school children were instructed to draw pictures of themselves with the words "think about me" or "think of me" written below. The idea then was that customers would see a drawing of a child, by a child, and pause to think about the impact alcohol abuse could have on that child and others.

Today, the LDB program remains largely unchanged. If, as a teacher or program coordinator, you decide your students need more latitude, please ensure the guidelines listed below are clearly outlined to students.



**THINK OF ME
PROGRAM GUIDELINES**

Program Guidelines:

In order to maximize the effectiveness of this program, the following guidelines should be adhered to:

Message:

- Must be generic in terms of type of liquor portrayed; cannot be product or brand specific, identifying words or images of particular product or category of products. Either no products should be identified, or all products should be represented (i.e. beer/cider/coolers/wine/spirits). Emphasis should be on “A drink is a drink is a drink” equivalency message.
- Must be positive in nature, emphasizing desired behaviour and choices (e.g. Show host offering de-alcoholized beverages; group with designated driver, etc). Avoid depiction of gory “death” scenes, coffins, blood etc.
- If appropriate, should deal with problems associated with ABUSE of alcohol, not simple USE. Remember, target audience (liquor store customers) consists primarily of adults who consume alcohol in a responsible and moderate fashion.
- Must not assign blame or induce guilt, especially in the case of fetal alcohol syndrome messages (i.e. Women should not be shown as being “bad mothers” because they have an alcohol addiction, or were unaware of the dangers of drinking while pregnant).
- Should be strong but realistic, presenting reasonable alternatives. People tend to ignore messages that are greatly overstated. (For example, people know that they will not NECESSARILY die or kill someone every time they drive while legally impaired; however, they should be reminded of likely risks, and the POSSIBILITY of negative consequences – loss of licence, fine/jail term, embarrassment, and social stigma.)
- Should be simple, direct and not too wordy; when possible, visual theme should convey message without words.

**Please direct any questions about this program to the
Think of Me Coordinator at 604-252-8726.**