



Friday 16 August 2024



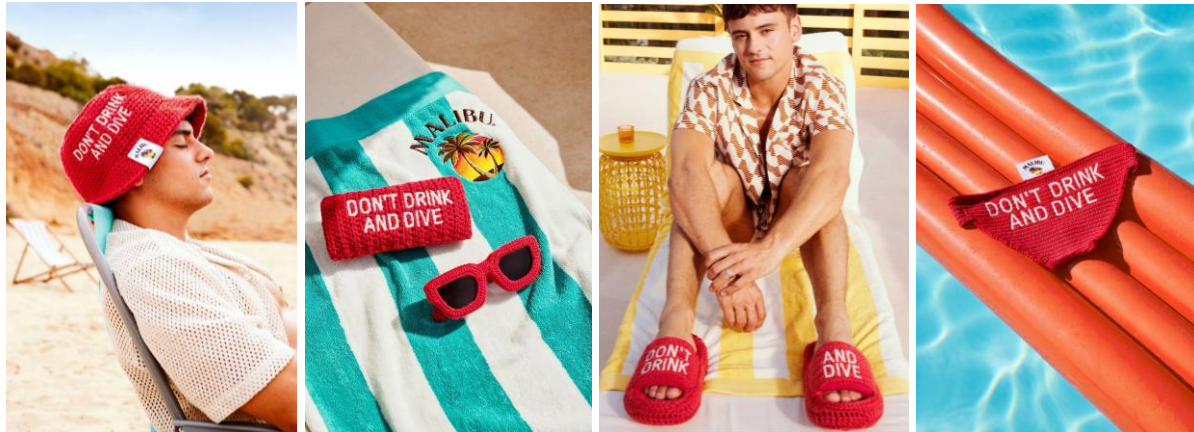
**'DON'T DRINK AND DIVE!'**

## **MALIBU, FIVE-TIMES OLYMPIC MEDALIST TOM DALEY AND THE ROYAL LIFE SAVING SOCIETY UK JOIN FORCES TO LAUNCH NEW RESPONSIBLE DRINKING CAMPAIGN**

Ultimate summertime favourite Malibu and five-times Olympic medalist and diving champion Tom Daley launch new campaign to raise awareness of the dangers of drinking alcohol in/around water, a first for the category. Created in collaboration with global creative agency Wieden + Kennedy London, the new 'Don't Drink and Dive' campaign aims to keep the issue front-of-mind to keep the fun times safe this summer and beyond.

The 'Don't Drink and Dive' campaign delivers a seemingly light-hearted take on responsible drinking but lands a serious message, in a bid to cut through. Fronted by five-times Olympic medalist and world championship diver Tom Daley who is back from his last Olympics at Paris 2024, Malibu is launching the campaign in partnership with the UK's leading water safety education and awareness charity, the Royal Life Saving Society UK (RLSS UK), which reports that 1 in 4 drowning incidents are alcohol-related.

The hero film features Tom Daley wearing custom knitted swim briefs and includes lyrics from the Piña Colada song, "If you like the feel of the ocean, and the taste of champagne," to highlight the dangers of drinking and swimming. The multi-channel campaign will be activated via eye-catching, floating out-of-home displays that will 'pop up' across water hot spots across the UK, while social and paid digital content will go live in support of content hosted on both Daley and Malibu's owned platforms. Vibrant video and photography assets, featuring Daley, captured in Mallorca, wearing 'Don't Drink and Dive' knitted trunks and other apparel, will be sure to drive the message home in an engaging way using a touch of humour to sensitively land the serious point that sits at the core of the campaign.



Liam Murphy, Brand Director for Malibu in the UK, comments: “The Don’t Drink and Dive campaign is focused on a very serious issue and signals Malibu’s commitment to building a long-term responsible drinking, behaviour-change platform. This execution is about raising awareness of the real risks surrounding alcohol consumption near water; particularly important as summer hits and those good times are often enjoyed by the sea, the pool, and lakes. We have been blown away by the initial reaction to this campaign and we can tangibly see how well Tom has resonated with Malibu’s target audience with merchandise already sold out, less than 24-hours since launch, across Tom’s knitwear site.”

Campaign ambassador Tom Daley kicked off the PR element of the campaign in Brighton this week by posing in his exclusive Don’t Drink and Dive knitwear in front of a huge 2.4m high “1 in 4” statistic. The statue made from the beach’s iconic pebbles aims to draw attention to the stark reminder that 1 in 4 drowning incidents in the UK are alcohol-related and has been highlighted alongside further new research released today, revealing many Brits’ surprisingly relaxed attitudes towards drinking alcohol near water.

The knitted apparel emblazoned with the ‘Don’t Drink and Dive’ message, worn by Daley for the campaign, was also exclusively available to buy, as a limited-edition capsule collection from his own Made With Love brand, with all proceeds from every purchase being donated to RLSS UK. Designed in collaboration with Daley himself for the campaign with Malibu and RLSS UK, the collection ranges from cheeky knitted swim briefs to stylish sunglasses, a hip bucket hat and brilliantly impractical sliders.

Funds raised will be used to provide expert lifesaving education on water safety and drowning prevention in the UK and Ireland. In support of the campaign, Malibu has also pledged financial support and resources to RLSS UK, to assist them in raising better awareness around water safety.



Matt Croxall, Charity Director at the Royal Life Saving Society UK said: "Sadly, the risks of being around water under the influence of alcohol can be underestimated. This campaign – whilst on the surface appearing light-hearted – seeks to resonate and deliver a lifesaving message around the importance of not drinking alcohol and getting into water in any capacity. We're delighted to have this opportunity to work alongside Malibu and Tom Daley on this quirky campaign which is bringing to life the dangers of drinking alcohol in or around water. Through this initiative, we urge people to learn more about how to stay safe and enjoy water safely this summer."

To learn more about water safety and view all campaign assets, visit [www.dontdrinkanddive.com](http://www.dontdrinkanddive.com).

## ENDS

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### **About Malibu**

With its iconic white bottle and palm tree logo, Malibu is the number one white rum-based coconut spirit in the world with more than 4 million cases sold in more than 150 countries each year. Made with white rum, the original coconut-flavoured liqueur is a staple in famous cocktails such as piña coladas and daiquiris. Its portfolio brings the refreshing taste of summer, inspiring a mindset of spontaneity and fun where the sun shines all year round – wherever you are in the world, Malibu invites you to do whatever tastes good.

Discovered in the late 1970s, Malibu has been part of the Pernod Ricard Group since 2005 and today, the original Malibu flavour is more popular than ever. In recent years, Malibu has continued to embody the spirit of summer by introducing a range of flavoured liqueurs, together with a selection of ready-to-drink cocktails, of which more than one million cases are sold each year. For more information on Malibu click [here](#).

### **About RLSS UK**

Since 1891, the Royal Life Saving Society UK (RLSS UK) has been sharing its expertise in water safety, lifesaving, and lifeguarding to educate everyone to enjoy water safely. RLSS UK is the leading water safety education charity, committed to reducing the number of drowning deaths across the UK and Ireland. RLSS UK also collaborates with international water safety partners and thought-leaders to contribute to reducing the number of worldwide drowning-related deaths.

RLSS UK supports the availability of safe places to play and swim, ensuring competent lifeguard provision at indoor and outdoor venues across the UK and Ireland. In addition, its work sees vital water safety education delivered across the UK and Ireland. Thanks to support from educators and RLSS UK's community networks, last year, an estimated 2.26m+ children were educated in water safety using their free materials and resources.

### **About Pernod Ricard**

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes.



Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

### **Responsibility Statement**

The Absolut Company AB and all companies within the Pernod Ricard group have a longstanding tradition of promoting responsible drinking. Responsibility is of a particular importance given the sensitive products we deal with. Our products are for most people associated with pleasure, enjoyment and socializing, but can have quite the opposite effect when not handled responsibly. Thus, all our marketing activities are conducted with care for the consumer. As a company we also have a responsibility for how we act in relation to the world around us and the society we live in. We strive to always act in a way that shows that we deserve the confidence and appreciation of our stakeholders, no matter who or where they are. Through a broad spectrum of initiatives, often in partnership with outside organizations, including industry associations, regulators, public authorities and representatives, we as well as our affiliates are deeply committed to promoting responsible drinking and discouraging misuse of our products.

We believe responsible drinking is consistent with the maintenance of a balanced and positive lifestyle for most adults who choose to drink. For this reason, we would like to recommend the following reading: Distilled Spirits Council of the United States [DISCUS](#), [the spirits EUROPE Guidelines](#) for the Development of Responsible Marketing Communications and Pernod Ricard's [commitments](#).

### **About Wieden+Kennedy**

Wieden+Kennedy is an independent, global creative company that has built and transformed some of the world's most well-known, exciting brands for over forty years. Offering world-class creative, media, social, design and strategy operations, W+K is driven by a core mission—using creativity to help brands breakthrough in culture and bring value to people.