



EMPLOYEES GIVING AWAY OVER TWO MONTHS OF OVERTIME EVERY YEAR: MALIBU AND BRIAN COX URGE NATIONS TO CLOCK OFF



- Malibu has partnered with the legendary actor, who is famously known for playing a workaholic, to show how great life can be when you finish work on time.
- Global campaign launches in light of 84% of workers stating they have felt the pressure to work overtime.
- Top three countries of over workers are US (60 hours), UK (40 hours) and Germany (31 hours), clocking up the most overtime per month
- Nearly three-quarters (72%) of workers across the UK, US, Germany, France, Spain, Italy and Greece believe the amount of overtime they are expected to work has increased since the pandemic.

8 April 2025 - [Malibu](#), the world's number one white rum-based coconut liqueur¹, has enlisted the help of multi-award-winning actor, **Brian Cox**, to encourage people to **Clock Off** and ditch overwork. Brian might be most famous for portraying hard-nosed, no-compromise characters, but this summer he's releasing his summer self.

This comes on the heels of a new survey² revealing well over three quarters (**79%**) of workers across the UK, US, France, Germany, Greece, Italy and Spain regularly work overtime, logging an average of 2 working days (**16 hours**) per week. Looking at who tops the table, **the US** ranked the highest with the average worker clocking a staggering **60 hours** unpaid overtime per month, **UK** came in second with **40 hours** and **Germany** was slightly less with **31 hours** per month.



The second iteration of Malibu's ***Do Whatever Tastes Good*** campaign is a rallying cry for the masses to down tools, switch off screens, and shut laptops on time, to make time for the people and things they love. Whether it's a barbeque, picnic in the park, or a cheeky happy hour visit, Malibu wants people to remember how joyous clocking off on time can be!

To kick things off, Cox features in a fun new [advert](#), sporting a bold pink suit and vintage roller skates. At exactly 17:01 pm Brian checks his watch, comes to his senses, and leaves the boardroom. He then skates down the boardwalk, inviting passersby to clock off with him and release their summer selves. The advert ends with Brian in his ultimate clock-off destination - sitting back in his bespoke office-style recliner on the beach, with a heavenly Malibu Piña Colada in hand.

While Brian is all about clocking off from the boardroom on time, the new survey has found there's a bigger issue at play – the rise of disguised overtime. Smartphones bring the office to our fingertips, and we've been found to regularly answer emails, instant messages, text messages, and calls well beyond working hours. The average worker sends and takes work-related messages and calls over **28** times per week outside of work hours, unintentionally racking up more than two full days of unpaid overtime every month.³ And, over **one in three** Brits (41%) admit to working while on annual leave as they struggle to clock off from work.



To help people truly clock off, Malibu brought the world's first 'Clock Off Fountain' to the heart of London. From 17:01pm yesterday, the overworked had the chance to toss their phones into the 'Clock Off Fountain,' releasing themselves from relentless emails and instant messages. There was no need to worry about phones being lost forever either – each device was safely wrapped in a watertight, padded case for peace of mind. When ready, the phones were safely retrieved from the fountain, allowing the overworkers to sit back, relax, and enjoy the liberation of unplugging with a complimentary Malibu Piña Colada in hand!



Alison Perrottet, Brand Director for Pernod Ricard UK, comments: “Our mission is to make Malibu synonymous with summer and as we all start to experience longer evenings and more sunshine, we’re reminding everyone of what’s important... **Clocking Off!** This is just the start of a whole host of activities we have planned throughout the summer months as part of the number one coconut rum in the UK’s ‘Do whatever tastes good platform’, which includes tapping into Happy Hours, sampling, and impulse activations for our ready-to-drink cans.”

For those wanting to **Clock Off** and embrace their summer self, and find out more about Malibu’s Do Whatever Tastes Good campaign, please visit [Malibu’s website](#) and [Instagram channel](#).

-ENDS-

¹Source - IWSR

²Survey of **13,000 adults - 2,000 UK adults, 2,000 US adults, 2,000 French adults, 2,000 Spanish adults, 2,000 German adults, 2,000 Italian adults, 1,000 Greek adults** conducted by independent research agency One Poll **21st March and 31st March 2025**

³Based on the average piece of communication taking 10 minutes, so 28 times equates to 4hrs 40mins per week, 17 hours per month = over 2 days

Additional findings from the survey reveal:

- More than one in three (34%) often feel pressured to work beyond their contracted hours
- More than one in five (21%) are expected to work unpaid overtime
- More than one in ten (12%) think they have a bad work life balance
- Almost one in five (19%) have an unhealthy attitude to working overtime
- Almost one in five (18%) say they feel overworked
- 16% say they never clock off from work on time
- Nearly a quarter (23%) say work dominates most of their time

UK [2,000 sampled]

- Almost a third (30%) of Brits often feel pressured to work beyond their contracted hours
- More than one in four (26%) of Brits are expected to work unpaid overtime
- Nearly a third (32%) of Brits are expected to work paid overtime
- More than one in ten Brits (11%) think they have a bad work life balance
- Nearly one in five (17%) Brits have an unhealthy attitude to working overtime
- More than one in five (21%) Brits say they feel overworked // -> 5% more than the US
- Nearly one in five (18%) Brits say work dominates most of their time
- 14% of Brits say they never clock off on time // -> 17% more than the US

US [2,000 sampled]

- 38% of US workers often feel pressure to work beyond their contracted hours
- 14% of US workers are expected to work unpaid overtime
- Nearly half of US workers (46%) are expected to work paid overtime // -> 44% more than the UK’s percentage of paid overtime workers
- Nearly one in ten (9%) US workers think they have a bad work life balance // -> 22% more than the US
- 15% of US workers think they have an unhealthy attitude towards working overtime
- One in five (20%) of US workers feel overworked
- Nearly one in five (19%) US workers feel that work dominates more of their time
- More than one in ten (12%) US workers never clock off on time

GEN Z [1,564 sampled]

- Gen Z feel it the most with almost half often feeling the pressure (45%) to work beyond their contracted hours, more than double the pressure boomers experience (20%)
- It’s Gen Z that are also expected to work the most unpaid overtime, with nearly a quarter (22%) logging unpaid hours.
- It’s Gen Z who feel that work dominates most of their time, with over a quarter (28%) making that statement, compared to just 16% of boomers



- Gen Z's are on average logging 2 additional hours per week of unpaid overtime compared to their Millennial counterparts, meaning they are working an extra day per month
- Gen Z's are feeling it the most since the pandemic with almost half (48%) believing that they are expected to work more unpaid overtime, compared to only 24% of Boomers
- More than 1 in 10 (12%) Gen Z's fear they'll be made redundant if they don't work overtime
- Gen Z's are sending / taking the most calls, emails, whatsapp's messages and video calls outside of work at an average of 39 per week equating to an extra 3.5 days per month.

MILLENNIALS [5,343 sampled]

- Millennials top the table when it comes to the worst work life balance, with 14% of respondents reporting a poor work life balance
- Millennials also have the unhealthiest attitude towards working overtime, with nearly a quarter (22%) reporting an unhealthy attitude
- Millennials feel the most overworked, with more than one in five (21%) stating that they feel overworked

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 140 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 Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard's 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 holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.