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Jameson Whiskey and Drinkaware continue successful partnership with 'Know Your Score' campaign featuring Alan Curbishley

Second year of initiative leverages English Football League (EFL) partnership and demonstrates Jameson's commitment to promoting responsible drinking



Jameson Whiskey is continuing its strategic partnership with Drinkaware to launch the second year of its 'Know Your Score' campaign, using football culture to encourage fans to check their drinking habits and have more open, honest conversations about alcohol.

As an official EFL partner, Jameson Whiskey is leveraging its long-term sports partnership to promote Drinkaware's Drinking Check to football audiences at scale. The campaign, featuring former EFL manager Alan Curbishley, launches today and will be activated across Drinkaware, Jameson Whiskey and EFL clubs' digital channels.

While the campaign's message about moderation is serious, Curbishley delivers it with a clever, humorous twist. What initially feels like a motivational pre-match pep talk is revealed to be something more meaningful - a reminder to think about the people counting on you, to stay on your game, and to make sure your performance isn't affected by your drinking.

The initiative builds on the success of last year's similarly creative campaign featuring Jay Bothroyd, which saw Drinkaware's Drinking Check completed more than 9,000 times in the first day alone. Drinkaware said the partnership demonstrates how brands can play a role in encouraging healthier behaviours among consumers.

Nick Terry, Director of Commercial Development at Drinkaware, said: "The vast majority of people in the UK drink alcohol in moderation, however, our data still tells us more than eight million people in the UK regularly drink above the Chief Medical Officers' low-risk guidelines. Further reducing that number is a huge challenge, and it's one we know we can't tackle alone. Our partnership with Jameson Whiskey shows the real impact that collaboration can have. Together through the award-winning 'Know Your Score' campaign we've already reached thousands of football fans with engaging content and practical tools like the Drinking Check. By bringing together Jameson's creativity and platform, with Drinkaware's trusted advice and tools, we're able to connect with audiences in powerful new ways to make a meaningful difference."

Former EFL manager, Alan Curbishley, said: “Football and drinking go hand in hand for many people, and when people are drinking and enjoying themselves, they don’t always recognise the potential harm. But we all need to be aware of our limits. That’s why I’m proud to be part of the ‘Know your Score’ campaign, to help people better understand their own drinking and get support for themselves or their loved ones if they need it.”

Liam Murphy, Marketing Director for Pernod Ricard UK, comments: “At Jameson, we love bringing people together and live for the craic. This means being responsible, for yourself and those around you, and knowing your limits. Our collaboration with Drinkaware last year saw a significant number of people taking ‘The Drinking Check’ and that’s what it’s all about, driving behaviour change and spreading awareness. Combine this with our EFL partnership and we’re able to reach football fans across the country in a way that’s relevant to them.”

The Drinking Check is a free three-minute online assessment that provides a personalised drinking score and advice on moderating alcohol consumption. The tool is based on the World Health Organisation’s Alcohol Use Disorders Identification Test (AUDIT), widely used by medical professionals.

With the football season reaching its final stages, the partners hope the campaign will encourage fans to reflect on their drinking habits while continuing to enjoy matchday moments.

To take the free Drinkaware Drinking Check visit:

drinkaware.co.uk/tools/drinking-check

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