



IN AUSTRIA, BEER BOTTLE LABELS STOP DRINK DRIVING THROUGH FREE RIDES HOME

 SPORT & FITNESS

Design firm Demner, Merlicek & Bergmann has replaced the traditional label on bottles of Stiegl beer with a free public transportation ticket in an effort to curb drink driving.

It's only been a couple of weeks since we wrote about Brazil's [Beer Turnstile](#) initiative, which helped drunken revellers get a free ride home in exchange for their empty beer cans. Now another campaign has come up with an equally innovative solution, replacing the traditional label on bottles of [Stiegl](#) beer with a free public transportation ticket.

Developed by design firm Demner, Merlicek & Bergmann, the concept was implemented in Salzburg, Austria, at Christmas time – when people are more likely to be in the party spirit and drinking a bit more than usual. Rather than the typical label wrapped around its seven percent Bock beer bottles, Stiegl attached a ticket for use on the city's public transport systems. The idea was that consumers would be encouraged to take a safe journey home instead of getting behind the wheel.

Much like the [Rio carnival](#) campaign, the campaign not only helped to save lives but also promote Stiegl as a socially responsible beer producer. Are there other ways companies can build their brands while also doing good for society?

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