

Capitol Advertising's **YOU KNOW. BE THERE.** campaign:

- Subtly reminds students to recognize (**KNOW**) when friends will drink too much
- Encourages friends to act (**BE THERE**) to prevent over-consumption.
- Reaches students throughout the drinking process.
- Uses social media naturally.
- Attracts and employs partners who facilitate the campaign's success.

**YOU KNOW. BE THERE.** works because it is:

- Subtle, not preachy or fearful.
- Relatable, fitting into existing friendships and behaviors.
- Customizable to different lifestyles and communities.
- Extendable based on student-generated content.



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