

Case Study

Client success story:
Heineken

Industry:
Retail

Budget:
R15m – R20m

Program Type:
Channel excellence

Participants:
20,000+

How a responsible trading campaign increased compliance and community safety.

Taverns can play a crucial role in promoting customer and community safety. By educating and empowering tavern owners, our program improved regulatory compliance and made local environments safer.

The challenge

Recognising the significant role that taverns play in community social dynamics, the Bansela Responsible Trading campaign aimed to educate tavern owners on responsible trading practices, empower them with tools to create safe environments, ensure adherence to regulatory guidelines and ethical standards, and promote low or no-alcohol alternatives and food options to mitigate risks associated with excessive alcohol consumption.

The solution

The Bansela Responsible Trading campaign effectively combined **education, empowerment, and incentives** to drive **responsible trading practices**, enhance customer safety, and improve community well-being. It included the **Taverner Training Programme**, which covered financial management, responsible trading, and legal compliance.

01

By signing and displaying The Bansela Responsible Trading Certificate, tavern owners committed to a comprehensive set of responsible trading practices, including:



- Adhering to trading conditions and hours.
- Not serving alcohol to anyone under the legal drinking age of 18 or to pregnant women.
- Not serving alcohol to patrons who have had too much to drink.
- Avoiding disturbances or nuisances to the community.
- Discouraging patrons from drinking and driving or walking.
- Discouraging patrons from walking alone when they have been drinking.
- Encouraging respectful behaviour among patrons.
- Enforcing a zero-tolerance approach towards any forms of violence or harassment within the outlet.
- Supporting and complying with National Liquor Board inspectors during site visits.
- Encouraging eating and drinking of water.

02

In addition to engaging tavern owners, the initiative also actively involved customers in driving meaningful change. The Bansela Responsible Trading Certificate outlined how patrons could support responsible practices, including:



- Respecting trading conditions and hours.
- Avoiding drinking and driving or walking.
- Informing the owner of any underage individuals or pregnant women in the outlet.
- Not urinating outside the outlet.
- Adhering to the outlet's alcohol consumption policies.
- Avoiding fights, harassment, and obstructive behaviour.
- Not engaging in unruly behaviour or loitering outside the outlet.

This mutual pledge between tavern owners and patrons encouraged everyone to play a role in fostering a safer, more respectful community environment, and created a culture of mutual accountability and cooperation.



The program comprised:

Multi-channel communications

Leveraging channels such as emails, SMS, and monthly newsletters to disseminate educational materials, updates, and reminders about responsible trading practices.

Personalised support

Dedicated representatives worked closely with tavern owners, providing guidance, feedback, and assistance in achieving compliance with responsible trading standards.

Rewards

Those who scored 90% or more in a Responsible Trading Questionnaire were awarded monthly prizes and qualified for monthly lucky draws, as well as grand prize lucky draws for a new car and VIP travel experiences.

Recognition of achievements

We celebrated and publicised the successes of taverns that exemplified responsible trading practices through newsletters, social media platforms, and industry events.

Through a combination of targeted education, incentives, strategic communication, and personalised support, our Responsible Trading campaign incentivised adherence to responsible trading practices and cultivated a culture of social responsibility within the tavern industry.

Results

Overall compliance improved significantly, rising from **72%** to **80%** within 6 months

As part of a broader program, the Bansela campaign contributed to **a reduction in crime hotspots, improving community safety**

In recognition of their dedication and commitment to excellence, high-performing RT ambassadors collectively earned over

R14m
in prizes

The campaign won “Best Loyalty CSI Initiative” at the SA Loyalty Awards

