

Alcoholics Anonymous + facebook present

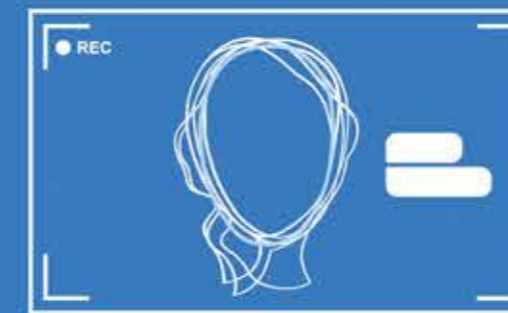


# anonymous friend

## The Facebook chatbot that became a recognized tool to help teenagers fight alcoholism.

Teenagers in Brazil are drinking more and starting to drink younger. But while alcoholism is part of their world, help and information seem far away.

So we teamed up with Facebook to build the first Messenger chatbot to fight alcoholism. 3 months of research and over 34 hours of testimonials from A.A. members were turned into data. Everything was fed into a conversation flow that responds to users in a sensitive and personalized way 24 hours a day, privately, through their phones.



3 months of research and over 34 hours of interviews were gathered.



Everything was turned into data to fill a conversation flow.



The bot became a tool to help teens fight alcoholism 24/7.

"Alcoholics Anonymous' recovery program has 12 steps, and I can say for sure that Anonymous Friend is now our step Zero."  
Dr. Jaira Freixela Adamczyk | President of A.A. in Brazil



### 1300%

increase on requests for help on Alcoholics Anonymous' email. From 3 to 39 per day.

### 20%

increase of new members in major groups' meetings.

Open the Messenger app and scan the code

