



# **BUZZED DRIVING IS DRUNK DRIVING**

**QUALITATIVE ADVERTISING RESEARCH REPORT**

**AUGUST 2011**



# Outline

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# I. Background

- In 2009, nearly 11,000 people died in highway crashes involving a driver or a motorcycle operator with a blood alcohol concentration (BAC) of .08 or higher. Thousands more were injured. Since its debut more than 20 years ago, the Ad Council's "Friends Don't Let Friends Drive Drunk" campaign has played a significant role in improving the safety of our roads. In large part due to the PSA campaign, more than two-thirds of Americans (68%) say they have tried to stop someone from driving impaired. Alcohol-related crashes dropped dramatically, reaching a low point in the late 1990s. In conjunction with stepped-up law enforcement, this long-running PSA campaign had changed the social norm. "One for the road" was transformed into "Friends don't let friends drive drunk." It has been one of the Ad Council's most well-known and successful campaigns
- Despite these successes, crashes involving alcohol consumption started rising again in 2000. Younger drivers age 21-34, predominantly men, were responsible for nearly 60% of alcohol-related traffic crashes. In response to these trends, the Advertising Council and its longtime partner, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), decided to refocus the Drunk Driving Prevention campaign. Rather than targeting the intervener, the new campaign targeted those most likely to drive impaired
- The mindset of the target audience was researched and understood to be well-meaning regular people, 21-34 years old (60% male), who don't intend harm but continue to drink and drive. Many have driven impaired multiple times in the past without getting into trouble. They tend to feel either invincible or just overly optimistic about the control they have over their lives. The most common excuses for impaired driving were "I'm just buzzed" or "I just had a few." "Buzzed" is part of their vernacular and can signify anything from feeling slightly tipsy to being falling-down drunk. The new campaign "Buzzed Driving is Drunk Driving" was launched in 2005 to bring awareness and definition to the feeling of being "buzzed", and inspire discussion about the dangers of its effects



## II. Research objectives

- The Ad Council in partnership with the National Highway Traffic Safety Administration (NHTSA) and the ad agency Merkley + Partners, want to understand the most contemporary and motivating expression of the “Buzzed Driving” campaign strategy. A substantial body of historical ads were used as stimuli
- Specific objectives are:
  - *Determine those executional elements and tonality that are particularly powerful in making people stop, think and ultimately change their behavior*
  - *Determine any differences in relevance and effectiveness of the male-targeted versus female-targeted iterations*



# III. Methodology

- KUDZU conducted (8) 2-hour focus group discussions among the target, recruiting 12 for 9 to show. We ended up with a total of 70 Respondents
- The groups were segregated by sex and age, so that each group could feel comfortable sharing and expanding on the issues most relevant to their mindset -- 34 year olds are vastly different than 21 year olds!
- Chicago, 8/24-8/25
  - One (1) group men ages 21-27
  - One (1) group men ages 28-34
  - One (1) group women ages 21-27
  - One (1) group women ages 28-34
- Philadelphia, 8/30
  - One (1) group men ages 21-27
  - One (1) group men ages 28-34
  - One (1) group women ages 21-27
  - One (1) group women ages 28-34



# III. Methodology

- Screener specifications
  - Must socialize outside the home at least one evening per week
  - Must drink alcohol outside the home at least occasionally
  - Must own an automobile, and personally drive to/from social occasions at least occasionally
  - Screen out those who “strongly agree” that “If I were feeling ‘buzzed’ or somewhat impaired, I will ALWAYS get a ride home from a friend, a taxi or public transportation rather than drive home myself”
  - Must not reside in a central city area where access to public transportation and/or taxis are exceptionally easy
  - Mix of race/ethnicity, blue collar/white collar occupations, household income and age across the groups



# IV. Summary & recommendations

- It's all about getting “buzzed”
  - Our target (women too) can consume upwards of 6+ servings of alcohol in an evening. The ultimate goal is to forget the week and live in the moment. Buzzed is the most often-used term to describe the feeling they are pursuing. The language they use to describe their evolving buzz is visceral, rich and all-consuming. It is a state of mind that wants nothing to do with responsibility or consequences
- Drinking and driving is prevalent
  - While there is some established protocol around choosing a designated driver, drinking and driving is still prevalent (e.g., 50% of the time). There seems to be a general lack of awareness of the ramifications. Only a previous DUI (self or close friend) is a deterrent. Checkpoints and police presence can be extremely effective in curtailing buzzed driving, but most Respondents feel there is a lack of consistent enforcement
- No understanding or respect for .08
  - There is no to low awareness of what .08 feels like or how much alcohol is needed to get there. Buzzed is a personal calculus, and while it is likely to be legally over the limit, many will drive if they feel their motor skills are unaffected. There is an obvious opportunity to make that legal limit an understood and accessible factor in determining whether one is OK to drive by connecting “blowing the limit” to DUI’s and fines. What is less believable is connecting being over the limit to accidents and other dire outcomes. Most people don’t think having a little more alcohol in their system has a dramatic effect on their driving
- Injecting responsible thinking (and ramifications) into the inebriated mind is a real challenge
  - Anything in the copy, tonality or art direction that feels false or inauthentic gives the viewer an excuse to turn away and not listen. Elements like lecturing voiceovers, Politicians saying “buzzed”, bad dialogues/acting immediately loses the audience
- Get them feeling the buzz in the ads and the message is planted in the buzzed part of the brain
  - The authentic portrayal of what ‘buzzed thinking and doing’ *looks/sounds* like pulls people in, makes them personally identify with the protagonist, and starts to soften their defenses to what usually feels like a deniable “lesson”. The ads that perform best in particular recreate the buzzed state-of-mind, with its subtle physical cues (“Karaoke” and to a lesser extent “House Party” ) and the hysterical, loose talk of two buzzed women (“Car Accident”). This also gives the message the best chance of colonizing in the brain where buzzed thinking resides
- There is a need for humor
  - Successfully capturing buzzed in advertising means people will laugh and/or strongly identify with the Protagonist. Getting this right means capturing the mood, and humor is essential. Gratuitous humor however ( as in “Ambulance” “Emergency Room” and “Car Accident”), does not work and often appears clownish or silly in the face of such a serious subject
- Without consequences, the message is easily denied
  - Ramifications give them the proof they need to think twice next time they drink and get behind the wheel. The most effective consequences are those that are the most likely to happen and personal in nature, e.g., DUI’s, lawyer fees, loss of license/jobs. Accidents are also effective, but should not be the only focus



# IV. Summary & recommendations

## Suggestions for the Creative Brief

- Message
  - The message that “Buzzed driving *is* drunk driving” is informative, eye-opening, succinct and memorable
- Target Insight
  - Bring buzzed alive. It may not be easy, but showing what it means to be buzzed in visceral, physical ways helps define a very gray and often “denied” state-of-mind
  - Also, by authentically capturing the banter and conversations of buzzed people, the viewer/listener is drawn in. This softens resistance to the message, and gets them reminiscing (indirectly) about good times. It lulls them into a false sense of security, and gets them ready for a lesson on the consequences of their behavior
- Proof
  - Shock them with a believable, negative ramification. Out of nowhere, something life altering can happen to a buzzed driver. This contrast is riveting
  - Most Respondents feel a DUI and its attendant negative consequences (money, jail time, loss of license, loss of freedom, loss of job) are more possible (and therefore frightening) than killing another person or themselves. However, an accident is still high drama, and can be very impactful and memorable
  - The “It’s Not Like I’m Drunk Cocktail” print ad proved that qualifying ‘what is buzzed driving’ can be interesting and informative. The notion of ‘delayed reaction time’ is particularly compelling because it explains why buzzed can be as dangerous as drunk
- Possible guideline
  - Visually comparing a drunk person to a buzzed person brings the potential dangers of the buzzed state-of-mind into focus. Consider holding onto this executional device in future work





## V. Detailed findings

- 1) *Attitudes & behavior*
- 2) *Campaign(s) feedback*
- 3) *Details by execution*



# 1) *Attitudes & behavior*



# It's all about getting buzzed

- “Buzzed” is the most commonly used word to describe the high they get from alcohol. It is the ultimate feeling they want
  - *It's a modern term. It's relevant*
  - *I use that the most often*
  - *It can mean anything, whatever you want it to mean*
- “Buzzed” avoids the negatives associated with ‘drunk,’ and yet it can embrace all stages of drinking
  - *I'm a little buzzed*
  - *I'm buzzed*
  - *I'm totally buzzed*
- In pursuit of the buzz, Male Respondents on average consume upwards of 8+ drinks on a night out. Women tend to cap off at less, but still drink heavily



# Social media plays a role in longer range social planning

- Facebook is not used to plan regular drinking nights -- this is more the domain of up-to-the-minute media like texts and phone calls. Twitter is used by a select few, but does not appear to be an embraced social tool
  - *It's used for fundraising events or to invite people to a big birthday party*
  - *Maybe what are you doing tonight? But we wouldn't continue to make plans on twitter or Facebook, that's on the phone or in person or texting*
- Some agreed that social media could be utilized to educate people on buzzed driving and its consequences
  - *I would want to know how not to get caught, where the cops are, how to keep blood alcohol below legal limits and cost of a DUI...*
  - *Facebook owns your pictures. If they had one that showed a profile picture of someone that said "\_\_\_ was arrested last night for DUI" everyone would click on it*
- Facebook was suggested as an effective place to advertise a local cab service that would drive them and their car home
  - Many welcomed this idea but were not aware of a service in their area
    - *That would be so great but it can't be too expensive*
    - *I wish we had that here*



# How the night progresses

- Respondents describe an evening out as moving through three (3) fairly distinct phases:
  - Phase 1: “The Pre-Game”, 1-3 drinks
    - Loosen up, relax. Sometimes at home before going out
      - *Start at home – all meet at my place start drinking there. More economical. 2-3 You hit it kinda hard – get the buzz going. Only home 1 hour or so*
      - *Gotta pregame at home in this economy. We’ll relax, talk, get a little food and figure out the plan for the night*
      - *“At this point you feel energetic, buzzed, happy, competent, social adventurous. Not counting...not done*
  - Phase 2: “The Apex”, 3-8 drinks
    - Get wasted. This is one big middle area and it precedes drunk
      - *At this point, we usually go to bar. It starts getting more intense, looking to get drunk and worry later. Drink shots. Intense. State of mind is now forgotten*
      - *I’m excited, happy about whatever’s going on, giddiness, laughing, forgetting about everything stressful, over-talkative” – Philadelphia female 28-34*
      - *Start trolling for women. Going for euphoria. Don’t want to worry about anything, liberated, confident*
  - Phase 3: “The End Game”, 8+ drinks
    - Drunk. Motor skills are effected. Go home now or make a fool of yourself. They’ve crossed the line.
      - *We try not to say “drunk”. You don’t want to admit. It would bother me*
      - *When you’ve gone a little too far, have one more and then either go out after-hours or, if you’re lucky, you take yourself home or wake up the next morning somewhere else*
      - *You start spitting, talking too loud, you look funny in the mirror, stagger...*



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      - *Gotta pregame at home in this economy. We’ll relax, talk, get a little food and figure out the plan for the night*
      - *“At this point you feel energetic, buzzed, happy, competent, social, adventurous. Not counting...not done*
  - Phase 2: “The Middle Game”, 4-7 drinks
    - *Most Respondents admit that they tend to drink more than they anticipated or planned.*
    - *Drink shots. Intense. State of mind is now forgotten*
    - *I’m excited, happy about whatever’s going on, giddiness, laughing, forgetting about everything stressful, over-talkative” – Philadelphia female 28-34*
    - *Start trolling for women. Going for euphoria. Don’t want to worry about anything, liberated, confident*
  - Phase 3: “The End Game”, 8+ drinks
    - Drunk. Motor skills are effected. Go home now or make a fool of yourself. They’ve crossed the line.
      - *We try not to say “drunk”. You don’t want to admit. It would bother me*
      - *When you’ve gone a little too far, have one more and then either go out after-hours or, if you’re lucky, you take yourself home or wake up the next morning somewhere else*
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# They use extremely rich language to describe these phases



# Designated drivers happen, but many still drive buzzed

- They are travelling between the night's phases by car, cab or foot. Designated drivers are a common practice, particularly among couples. Decisions are made early and by the group about who will abstain/limit their drinking that night. This only happens <50% of the time, however
- Unless a Respondent has a DUI in their past, the majority (regardless of age/gender), drive buzzed and knowingly over-the-limit. They easily rationalize this behavior:
  - Nothing bad has ever happened before, luck is on their side
  - They have experience/know how to drive while buzzed
  - Some even feel they drive better, because they're really focusing
  - There is a lack of visible police presence/checkpoints
    - *I need to see the police there the bars the police lights would be great*
- They just don't really think about it. There is a lack of consistent enforcement
  - *I often get behind the wheel without thinking about it*
  - *I stay away from New Jersey because cops are everywhere, but here you rarely see them*





# The gray area called “over-the-limit”

- For most, what is “over-the-limit” is a mystery. The .08 threshold is often mentioned but no one knows how that limit feels
  - *It’s hard to tell if you have one too many...how are we supposed to know what that point is*
  - *I have no idea what .08 feels like or how many drinks it takes. People have different tolerances so I think it varies*
- Instead they refer to the many factors that could contribute to one’s “limit”, such as height, age, weight, and how much they’ve eaten. They all have a personal limit that’s higher than .08. It’s a personal and individual calculus that does not necessarily effect behavior
  - *I may have had more than the limit, but if I’m feeling fine, I’ll drive*
  - *If you have a couple in the beginning with food and then you wait an hour to drive, you won’t blow a .08, I don’t think*



# “If you can walk, you can drive”

- The greatest indication of being OK to drive is how they are “feeling”. For most, anything short of impaired motor skills is OK. This could mean having had anywhere from 1-6 drinks within a few hours
  - *If I can make it to my car, I can drive*
- They do not believe that buzzed driving is drunk driving. This needs to be proven through consequences in the message or it will be rejected
  - *I just don't believe that buzzed and drunk driving are the same. When you are buzzed you have more control with whatever you are doing*
- The most common protocol for staying sober enough to drive is frontloading drinks and finishing with water, usually a few hours before they leave. The designated driver is not often monitored
  - *Whoever's behind the wheel is in charge of themselves and others trust them. You just have to trust that they've been responsible even if you don't really know*
  - *One person is drinking less – they may have beer and not drink every round. Stop drinking later*
  - *We don't keep tabs on him, just assume he's staying cool*



# Buzzed means being fearless and confident

- It's not about worrying about consequences. Respondents easily admit that the “ramifications” of driving buzzed are rarely top-of-mind when they get behind the wheel. They are “feeling no pain” and “feeling confident”. At the moment of turning the ignition, they are unlikely to be thinking about killing themselves or others
  - *It's called beer muscles*
- This is more the sober person's thought, e.g., the next day when one wakes up and cannot remember certain aspects of the journey home, like where they parked the car. This is a leverage-able moment of guilt and fear, outside the current campaign
  - *I've definitely woken up in the morning worrying and thinking I really shouldn't have driven home last night because I can't remember anything*
- An additional reason to ignore the negative “ramifications” is the very strong desire to “get home to their bed” after a long night out. They do not want to call a cab, wait for a cab or pay for a cab. They also do not want to wake up on someone else's couch hung over and wearing yesterday's clothes
  - *Being far away at a club in the city, all you want to do is get home*

*Overcoming the hurdle of “buzzed thinking” (with a lasting message) is not an easy task.*



# Sadly, female passengers will not speak up

- And this costs them -- 68% of female deaths are as passengers. Despite the hope that female passengers might be motivated to exert influence over the buzzed driver, most are willing to get into cars with people who have been drinking
- They trust the man in their life to protect them (despite how much he has consumed), because they believe men have better reflexes and are practiced at driving under the influence. Very few have ever confronted their partners – they do not want to test the trust between them (and also want to get home to bed)
  - *My boyfriend used to drink and drive and make it home somehow. I always got in the car with him because he acted so confident*
  - *Recently we left a wedding and I didn't realize how drunk he was. We got into a fight but there was no telling him otherwise. The next day we really fought about it*



# What might make them to think twice before driving buzzed

- Despite the hurdle of “buzzed thinking”, the majority feel ramifications are necessary in advertising. Fear is needed to motivate a behavior change, or people will just laugh and carry on
- The most feared ramifications are those that are most likely to happen:
  - Getting a DUI, Having to pay \$10K or more for a lawyer, Doing time, Losing their license, Losing their jobs/futures, Having to go to sobriety school
    - *Statistics, ambulance, not the possibility....the direct example of a person looking perfectly fine. Tell me the consequences for ME – money, job, etc....make it personal to me*
    - *AA meetings counseling, jail, \$15000 all would be more effective...there’s an ad on the radio on 107.5? breaks down various costs*
    - *Engaged in nuts and bolts of punishment. You remember the accidents/deaths. But consequences and costs might make me stop to think*
- There is a vocal minority (men and women), who feel killing someone is the worst and most feared outcome of drinking and driving. They crave a no-holds-barred message that brings this loss to life
  - *We see kids come into the hospital who have been hit by drunk drivers. That sticks with you*



# There is quite a bit of advertising awareness in this category

- Many participants in all groups recalled the TV commercials where a policeman pulls over a drunk driver and alcohol floods from the car. This idea inspired quite a bit of conversation. Seeing someone being pulled over and knowing they reeked of alcohol triggers a strong fear reaction
  - *I think about how I smell after just one drink. The booze flowing out of the car shows how the cops can just smell how much I've had*
  - *The cops are more on top of it nowadays makes me think twice. Over the limit, under arrest*
- The river of alcohol is attention-getting, but many feel it is over-the-top and makes the ad too funny (gratuitous humor), thereby diminishing the seriousness of the issue
- Other commercials they recalled:
  - *Stumbling drunk guy walking with girlfriend commercial. We see you before you see us. Big brother concept. They're painted like the background (Chicago)*
  - *Labor Day ad Illinois Highway Patrol – Checkpoints (Chicago)*
  - *One moving backward in time – starts in prison goes to accident – to drinking (Chicago)*
  - *One with picture of little boy on billboards saying 'boy would be \_\_\_ except he was killed'*
  - *The one where the little boy's dad lost his license from drinking and driving and he walks home from school*
- Some mention of the current buzzed driving ads
  - *There's a guy that's too drunk to drive and he's on stage making a fool of himself and then there's another guy who was stumbling and driving home, just not as drunk. Spills his drink and no one notices, too drunk to drive probably but flies under the radar*



## 2) *Campaign feedback*



# Overall

- Feedback to the advertising was very illuminating. Certain advertising ideas within each campaign revealed what might work/not work to make people stop and reconsider their behavior
- Importantly, there are no differences in response between men, women, younger/older





# What's working

- The core, comparative message “Buzzed Driving is Drunk Driving” is felt to be informative, eye-opening, succinct and memorable
- The executions that did a better job of communicating this brought the conditions of being drunk and buzzed to life in an authentic way, and taught the viewer that they are equal
- In order to authentically convey “buzzed” or drunk, the ads must be humorous but not in a gratuitous way. Humor that makes fun of serious moments is rejected, as in the “Really/Not Really” campaign -- “Ambulance”, “Emergency Room”, and “Car Accident”. Humor that is a reflection of a buzzed person’s thoughts and feelings is involving and honest, as in “Karaoke”, “House Party” and “Car Accident” (their upfront banter is very realistic and funny)
- Any executions that veer into the unreal are rejected. The buzzed mind does not want to listen to fake scenarios. Only the truth works, e.g., the actor’s performance, the circumstance, the voiceover...everything
- Respondents need to know the actual, negative ramifications of driving buzzed. At present, they are willing to listen because the idea is provocative. But they are skeptical that drunk = buzzed, because in their experience that is not true
- This proof must be believable and not always so serious or denial wins out. Our Respondents quickly turn away from any scenario that feels false or unlikely (like arms breaking and healing and breaking again)



# What's working

- With the addition of a negative consequence, most Respondents felt humor is necessary and motivating to engage them in the story
- The ads also have many impactful copy points that help explain the buzzed = drunk proposition and inspire them to reconsider drinking and driving
  - “Never underestimate just a few”
  - “Let's stop pretending a few drinks is no big deal”
  - “It's easy to tell when you've had too many, but what about one too many”
  - And importantly, “slower reaction time”



# What's not working

- Not bringing what is 'buzzed' to life. Show don't say
- Inauthentic actors or story line. They're looking for ways to deny the message
- Goofy or dry humor (as in "Really/Not Really" – it overwhelms the seriousness of the issue
  - *The wackiness – it was too wacky. You don't have to be heavy handed but you don't have to be ridiculous ("Ambulance")*
- Focusing only on consequences that are dire and life threatening. These are not as actively feared as DUI's...



### 3) *Details by execution*

- *“Karaoke” and “House Party” TV*
- *“Ambulance” TV*
- *“Save a life” TV*
- *“Car Accident” Radio*
- *“Emergency room” Radio*
- *“Sir Drinks-a-lot” Radio*
- *“It’s Not Like I’m Drunk Cocktail” Print*
- *“Buzzed = Drunk” Print*



# “Karaoke” and “House Party” TV

## – What’s working

- Message. The executional approach of comparing drunk people to buzzed people effectively dramatizes the strategy in a highly entertaining and thought provoking way (there was lots of laughing around the table). Most understand the message that buzzed driving *is* drunk driving, and play it back verbatim. It’s informative and makes them stop and think
  - *you could have too much although you may not look all that bad*
  - *we all think we’re cool and in control...What does legal look for me? My limit might be less than stumbling. I may know what tipsy is but not related to .08*
  - *It’s really easy to spot the person who’s had too much to drink but not easy to spot the person who’s had one too many. But the consequences might be the same for both*
- Relevancy. These (2) executions are highly involving, effectively drawing the viewer into the story. The drunken performances and party banter are realistic and relatable. Many saw themselves in the story. Importantly, bringing to life what “buzzed” looks like starts to give that deniable, gray area definition. Forces people to see themselves more clearly
  - *I can relate to the 1<sup>st</sup> one more because it’s more like my life*
  - *We’ve all been there. It’s relatable, I can see myself in that situation watching the drunk person*
- Regardless of sex, “Karaoke” is the more effective execution because it realistically captures the behavior of a buzzed person. The last slug of his drink, the picking up of his keys, and his slight stagger are all critical to foreshadowing a negative ramification. The buzzed female in “House Party” is not as obviously impaired (and she does not take that last swig), which causes some to miss the point
  - *Mannerisms were good, the way he leans down to the drink, stumbles – I feel that, I’ve been there*
  - *She needed a drink in her hand to make it more effective, she could have been nervous talking to the guy*



## “Karaoke” and “House Party” TV (cont’d)

### – What’s not working as well

- Story imbalance. Prolonged attention to the drunk person. They do pull the viewer in, but some Respondents feel they would only recall the humor and this might overwhelm the importance of the buzzed message
  - *You remember the drunk chick and the drunk dude, not thinking too much about the buzzed people*
- Lack of ramifications. Most Respondents feel the commercials could be more impactful with a ramification... an end shot of the buzzed person being handcuffed, or pulled over, or in an accident. It does not have to be more than postscript, but this is necessary to proving buzzed = drunk when you’re behind the wheel
  - *We don’t believe buzz is drunk...maybe showing them being pulled over*
  - *The humor was good but you never saw the consequences at the end. You really need to show what happens to remember the buzzed guy*



# “Ambulance” TV

## – What’s working

- Ramifications. Educates people that buzzed driving is dangerous, and that you can seriously hurt someone else
  - *It’s a better message, because it shows the accident...Makes it more real see consequences cause and effect*
  - *This is what could happen if you drive over the limit, buzzed or drunk*
  - *Buzz is not to be taken lightly, don’t want to regret it because you misjudged*
- Driver identification. Does a good job of showing the regret/guilt a driver would feel. Wishful thinking makes no difference. There is no going back once the mistake is made
  - *If I could see myself in this situation. You make one mistake and wish it could be taken back, I could empathize*

## – What’s not working

- Believability. Unbelievable details detract from the story. Many feel they would never admit they were just “buzzed” (or their hurt friend was just buzzed) to a medical professional. It could be incriminating. They also question whether they would be allowed to ride in the back of the ambulance
  - *Doesn’t show the person who was buzzed would have been arrested instead of being in the ambulance*
  - *Would make more sense with him in handcuffs. Believability is lacking here*



## “Ambulance” TV (cont’d)

### – What’s not working (cont’d)

- Buzzed? The driver says he’s buzzed and we believe him. But it is more powerful to show he is buzzed as in “Karaoke”
  - *He just says it. I think it worked much better to see a person buzzed*
- Too extreme? Despite the desire for negative ramifications, the ambulance scenario veers into the deniable (the “that-won’t-happen-to-me” mindset), particularly because it is an unreal dramatization with humor. They don’t really take it seriously
  - *We all think “That’s not going to happen to me”*
- The humor is too goofy... moves into the realm of the absurd and overwhelms the the core idea that buzzed = drunk
  - *Seeing someone injured is not funny*





# “Save a life” TV

## – What’s working

- Emotionally affecting for some. A minority of Respondents (both male and female) did respond to the heroic recognition of someone who chose not to not drink and drive
  - *It honors people. It showed someone apparently important....Says good things happen if you don't drive buzzed...*

## – What’s not working

- Message. This spot doesn’t deliver a vivid reason not to drink and drive, but rather says people can save lives if they don’t. Some feel the story happens too late in the experience, far past the point of getting behind the wheel buzzed and needing a reason not to drive. They want the story to be in-the-moment, where choosing to drive (or not) has a real impact. Perhaps if the commercial did a better job of showing the victim(s), the empathy would have increased relevance and message takeaway
  - *I had no connection to the people she saved. Maybe if I did I would have felt more for her and her actions*



## *“Save a life” TV (cont’d)*

### – What’s not working (cont’d)

- Hyperbole. The overabundance of famous figures (some considered controversial, like the Pope), honoring
  - *Way too far out. Not realistic. You’re not getting any prize for doing what is right. Too far over the top...*
- Also, the heroine was not believable representation of a woman who would have otherwise driven buzzed
  - *She looked like a school teacher. She’s not going to drive buzzed or drunk*



# “Car Accident” radio

## – What’s working

- Message, relevancy and ramifications. “Car Accident” does the best job of combining all the critical ingredients. The upfront banter feels authentic and pulls the listener in (regardless of sex), and the sudden impact of an accident gives the spot gravity – it’s the seriousness they crave, the proof for the strategy. This gives them reason to hesitate and potentially reappraise their behavior
  - *Captures the moments after you leave the club . They sound like real girls chatting*
  - *Just hearing the screech, then moaning and the girl say ‘oh my god are you ok?’ with sirens in the back. That’s scary*
- Engaging. Importantly, the contrast between the light hearted, buzzed chatting and the sudden drama of an accident is riveting. Many felt this is a potent combination that makes people stop and listen
  - *It was the contrast between everything’s fine and fun, and bam they’re spinning out. That’s dramatic*

## – What’s not working

- Lack of believability. The use of the absurd works against the concept. The cranking of the arm is seen as silly. And the desire for a story reversal on the part of the driver does not add to anything meaningful. This obviously undermines the message
  - *It was effective until they start talking about her arm after the crash. That wasn’t funny*
- Many pointed out that the spot would be much more effective if it just ended on the accident, with some concluding copy about buzzed = drunk driving



# “Emergency Room” radio

- What’s working
  - Message. Respondents did get that buzzed driving is drunk driving, albeit in a heavy-handed way
    - *There is a glimmer of hope but then he realized this is still happening, buzzed driving is drunk driving*
  - Ramifications. Driving buzzed can have serious consequences, e.g., a car accident where someone is really hurt
- What’s not working
  - Lack of authenticity and relevance. This radio spot committed many of the “wrongs” (or lack of “rights”) our Respondents had been pointing out throughout our discussions
    - Lacks engaging, relevant banter to to “pull in” the listener/viewer and prove the protagonists are buzzed
      - » *I’ve never been in that situation so it’s not really relatable*
    - The driver admits he is buzzed to the doctor which many feel is improbable under the circumstances
      - » *The middle part is so distracting. It takes away from the message*
    - The absurd/wishful thinking of story reversal strikes many as unnecessary and leavens a serious moment



# “Sir Drinks-a-lot” Radio

- What’s working
  - Entertaining. Drunken people are funny. Our Respondents could relate to him through past observation or personal experience
- What’s not working
  - Message. The lack of meaning or proof around the “buzzed” concept. They takeaway that people can get really drunk and that buzzed driving is drunk driving, but there is no connection between the two. They need “buzzed” to be dramatized in a realistic way
    - *They’re not giving the right message. They’re not saying what buzzed or .08 looks like – there’s no one metric for everyone...there’s a disconnect*
    - *They are showing the behavior of the person who’s really drunk, not describing the person who’s buzzed*
  - Voiceover. Whether the commanding voiceover is intended to be ironic or intentional, most Respondents “tune out” the lecturing voice



# “It’s Not Like I’m Drunk Cocktail” Print

- What’s working
  - Engaging. Some Respondents found the cocktail appetizing and the copy informative
    - *Makes me want to have a margarita*
    - *I’d read it because it looks so good*
  - Ramifications. A relevant description of ‘what buzzed can mean’ when it comes to driving
    - *This one connects the dots between drunk and buzzed... slower reaction time, false sense of security*
- What not working
  - Not engaging. Others felt they would confuse it with a drink recipe. They were also put off by the reading required
    - *Too much type / too small*
    - *I’d turn the page*



# “Buzzed = Drunk” O-O-H

- What’s working
  - Message. The ad is a clear demonstration of the buzzed driving = drunk driving strategy
    - *This says it the clearest. Totally get the idea*
- What’s not working
  - Less believable. This execution proved that dire predictions can backfire. The ad makes great sense but does not really speak to people’s real fears (DUI’s...). Doesn’t have lasting power
    - *It’s not pushing... but makes the point – shows the consequences. But it’s not going to make me think about it when I’m buzzed*
    - *When you’re buzzed you never think it’s me*
  - Overused imagery. They’ve seen this picture many times, especially as a real car parked in front of their High School
    - *We had a car like that parked in front of our High School. Usually before Prom*



# THANK YOU.

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