

'Shame' Anti-Drink Driving

A powerful reminder of the effects of drink-driving.

INTRODUCTION

Road fatalities in Ireland are higher than the nearest European neighbour, Great Britain. Driver-alcohol is a major cause of road deaths. It is the second biggest killer on the roads after excessive speed.

MARKETING BACKGROUND

Extensive five-year analysis of cross-border road statistics identified male car drivers as being over-represented, in those responsible for alcohol-related fatalities. Male car drivers aged 17-24 were the most over-represented making them the primary target audience, followed by 25-34 year old males.

Before the launch of 'Shame' attitudes towards drink driving were measured revealing that less than a third of drivers agreed they could not drink any alcohol without their driving being affected. Among the primary target audience less than a fifth of drivers believed in a zero alcohol level when driving. Over a third of drivers and almost half of 17-24 males agreed it was acceptable to drive after having two drinks. The campaign needed to change attitudes to reduce the number of people being killed or seriously injured due to driver alcohol as every unit of alcohol has an impairing effect on driving.

Independent Qualitative research conducted in February 2000 explored why certain males persist in driving after drinking and what the most powerful deterrents might be.

This research identified the need to dramatise the conscience of the driver

and the 'Shame' of being responsible for a child's death resulting from an accident where only a small amount of alcohol was drunk.

MARKETING STRATEGY

The marketing strategy was to move drink-driving from a position of social stigma to one of personal 'SHAME' - designed to work in tandem with the established 'brand' of NEVER EVER DRINK AND DRIVE.

The end sequence line "Never Ever Drink and Drive - Could You Live With The Shame?" designed to evoke not just the Shame of killing a child with all its consequences, but also the sequence of shame which is implicitly consequential to drinking and driving - arrest, imprisonment, loss of job, loss of licence, loss of dignity, and personal humiliation.

ADVERTISING OBJECTIVES

1. To position Drink-Driving as Shameful.
2. To improve attitudes among target male drivers:
 - decreasing the acceptability of driving after consuming alcohol,
 - increasing the number of safe drivers who believe they cannot consume any alcohol without affecting their driving.
3. To save lives.

EXECUTION - CREATIVE STRATEGY

Shame opens on an innocent little boy playing in his garden. He kicks a football and scores into his football net and runs round like a professional punching the air. The ad then



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dissolves to an ordinary decent bloke (ODB) in a suit, (23, attractive, carefree) as he throws his sports bag into his car. We then mix to ODB at football training with his mates as he scores a goal and replicates exactly the triumphant action of the little boy. The ad then cuts to ODB having a pint after training. We see him driving home, relaxed. He loses concentration, his car clips the kerb resulting in the car rolling over dramatically before crashing down over a hedge into a garden falling on the little boy who is crushed to death. We end on the tragic scene and ODB standing shocked, stunned and shamed amid the tragedy. Voice over and end titles reveal –

***Never Ever Drink and Drive –
Could You Live with the Shame?***

SHAME as a concept and emotion spans every aspect of drink-driving. The end sequence line "Could You Live With The Shame?" is delivered over the tragedy on-screen as a challenging, probing question - but not in a didactic preachy tone of voice, which research indicated would alienate the target audience.

Personal Relevance is a vital component of the creative strategy.

This is designed to be everyman's story - and everyman's nightmare. "Shall I tell you about my life", the opening lines from "Man of the World" by Fleetwood Mac, musically drives home personal relevance, with ironic potency.

The creative involves us in both the world of the victim and the world of the perpetrator, showing how these two worlds collide instantly because of impairing effect of alcohol on driving.

MEDIA STRATEGY

The media objectives were to intercept potential drink

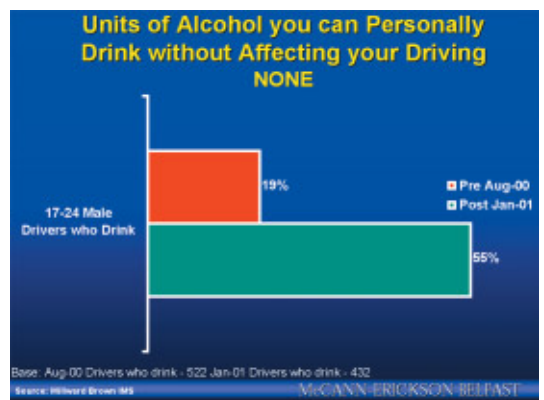
drivers at the two key seasonal periods - pre Christmas and summer and to reach this group and also the public at the point of danger before they went out or when they were out.

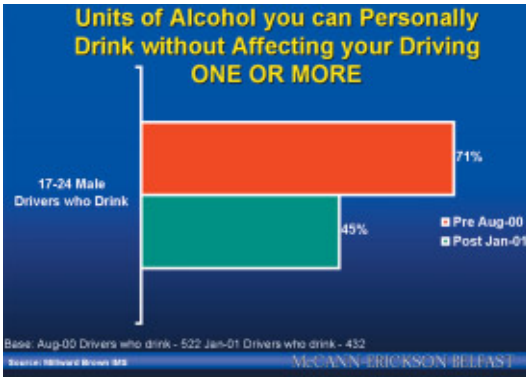
The NSC invested wholly in television with a total of 825 TVRs bought against all adults and 15-34 year old males for the launch on 4 analogue channels – RTE 1, Network 2, TV3 and TG4 along with Sky 1 and Sky News. A media roadblock strategy was employed on the launch day, which ensured that all eight channels north and south, ran the advertisement within a five-minute interval.

The media buying strategy was influenced by the creative treatment which had to be hard-hitting to penetrate the targets existing complacency. Therefore the advertisement had a post 9pm restriction. All TV media was bought post 9pm with 80% of ratings bought between 21:00 and 23:29 and 20% of ratings bought post 23:30. 65% of ratings were bought as centrebreak and 35% as endbreaks. Special programming was also utilised to intervene with the target audience prior to particularly dangerous times of the week, for example, at weekends.

RESULTS - AWARENESS

In January 2001, 'Shame' was the third highest spontaneously recalled advertisement in the Irish Marketing





DECREASE IN THE ACCEPTABILITY OF DRIVING AFTER ONE AND TWO DRINKS

Among 17-24 male drivers who drink there was a 36% decrease in the acceptability of driving after ONE drink (from 71% in August 2000 to 35% in January 2001). See Figure 4.

Among 17-24 male drivers there was a 20% decrease in the acceptability of driving after TWO drinks (from 45% in August 2000 to 25% in January 2001).



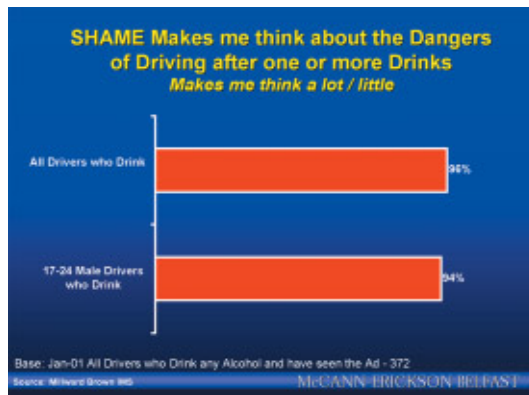
Journal Adwatch Top Ten after Guinness and Budweiser.

At the same time, 2 months after the launch, 86% of all drivers who drink and 85% of the target audience of 17-24 male drivers recalled seeing 'Shame' when prompted.

ATTITUDE CHANGE

55% (Jan-01) of 17-24 male drivers who drink, agreed they could not drink any alcohol without their driving being affected (a 36% improvement on baseline). See Figure 2.

Prior to the launch of the campaign 71% of 17-24 male drivers who drink felt they could drink One Or More units of alcohol without affecting their driving. By January 2001, this had fallen to 45% (a 26% improvement on baseline).

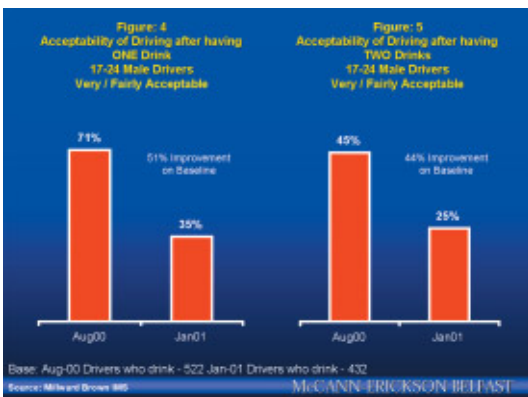


IMPROVING THE SOCIAL CLIMATE - SHAMEFUL

Prior to the launch of 'Shame', Drink Driving was considered to be Extremely Shameful by 69% of 17-24 male drivers, when compared to other Shameful behaviour such as sexual abuse and drug dealing. In the 2 months following the launch, the Shamefulness of drink driving had increased with 78% of the target audience believing it to be Extremely Shameful.

IMPACT

When asked to what extent the campaign made them think about the dangers of driving after one or more drinks, a huge 80% of drivers who drink,



felt the campaign made them think 'a lot' about the dangers and a further 16% claimed it made them think 'a little' about the dangers. The campaign has impacted on 96% of drivers who drink and 94% of 17-24 male drivers who drink by making them THINK about the dangers of driving after one or more units of alcohol.

BEHAVIOUR CHANGE – SAVING LIVES - FEWER DEATHS

In the twelve months following the launch of Shame there were 14 fewer deaths on the roads in the Republic of Ireland compared to the 12 months prior.

Robust figures for a period of five years are needed for real change to be measured. 2001 figures have yet to be verified therefore breakdowns isolating causes and timings of fatal and serious injury data is currently unavailable as are Garda reports including 2001 alcohol convictions.

RESEARCH EVIDENCE

All Attitude Tracking evidence, unless otherwise stated, was independently conducted by Irish Marketing Surveys Group, now trading as Millward Brown IMS.

LIFESTYLE CHANGE

The Irish Times on the 13th of September 2002 reported that the Managing Director of Heineken Ireland (Ireland's second largest brewer) 'said a 20 per cent jump in off-licence sales of both Heineken and Coors Light in the half-year to June 30th, resulted from a marketing drive by the company as well as 'lifestyle changes' among drinkers. Growing Awareness over the drink driving issue meant many Irish drinkers now preferred to drink at home more often than before, he said'.

CONCLUSIONS

The anti-drink driving campaign, 'Shame', improved attitudes and contributed towards reduced road deaths. The campaign achieved: 86% awareness, a 36% improvement in zero alcohol safe driving perceptions, a 36% decline in the acceptability of driving after ONE drink, and an increased perception that drink driving is 'extremely shameful' among the target audience.

SUMMARY

This case study demonstrates how McCann-Erickson Belfast repositioned drink-driving as being socially and personally SHAMEFUL, decreased the acceptability of driving after consuming alcohol and increased the number of safe drivers who believe they cannot consume any alcohol without affecting their driving.

Every unit of alcohol has an impairing effect on driving so the creative strategy was singular and clear, communicating "Driving on even one drink can turn the good times into the worst of times." The strategy was to move drink-driving to a position of 'personal shame' - Could You Live With The Shame?" designed to evoke not just the Shame of killing a child but also the sequence of shame - arrest, imprisonment, loss of job, loss of licence, loss of dignity, and personal humiliation.

The campaign achieved 86% awareness in the launch period and improved attitudes towards drink driving. The perceived 'Shamefulness' of drink driving increased across all adults, a zero tolerance to drinking any alcohol and driving improved by 36% on the pre-launch baseline and the acceptability of driving after consuming alcohol decreased.

