

Drink Drive

‘Moment of Doubt’ post-campaign report
Christmas 2009



Background

Introduction

The first major government campaign targeting drink driving took place in 1967 at the time that it became an offence to drive with over 80mg of alcohol per 100ml of blood and breath testing was introduced. Regular national drink drive campaigns have run since the late 1970s and over this time the number of people killed in drink drive accidents has reduced by three-quarters as a result of a combination of primarily education and enforcement measures.

The 'Moment of Doubt' campaign, which targets young men 17-29 and focuses on the personal consequences of a drink drive conviction, launched in summer 2007, and Christmas 2009 saw the 6th burst of campaign activity.

The education campaign activity works alongside a visible enforcement presence, with ACPO and THINK! co-ordinating timings, where possible.

Scale of the issue

Despite the huge progress made in reducing drink drive related road casualties, in 2008 it was estimated that 12,990 reported casualties (6% of all road casualties) occurred when someone was over the legal alcohol limit. The number of people estimated to have been killed in drink drive accidents in 2008 was 400 – 16% of all road fatalities.

Research has shown that 43% of people know at least a few people that have driven when unsure whether they are over the legal alcohol limit, and 27% of people claim to know at least a few people that have driven knowing they are over the limit.

Drink driving is the most commonly mentioned road safety issue, with 64% of all people agreeing that it is among the top 3 road safety issues most important to address. Of these people, 30% feel it is the most important issue.

Previous activity

Historically, drink drive campaigns generally aimed to persuade motorists of the link between driving under the influence of alcohol and crashing, whilst also building the social stigma surrounding drink driving. This message was successful and people took it on board but qualitative research in 2007 showed that attitudes among the core target audience of young men had altered. In order to have a new and realistic conversation with them about drink driving, the strategy needed to shift the conversation on from shock and the risk of killing other people to a focus on the more compelling personal consequences of a drink driving conviction. This key insight provided an opportunity to shift the drinker's risk assessment by switching from the chances of having a crash (which was felt of as low) and the consequences for other people, to the chances of getting caught (which was felt to be much higher) and the consequences for himself (which was not generally thought

through, but considered very unwelcome). The 'Moment of Doubt' strategy was borne out of this insight.

Objectives

The Department for Transport has a longstanding and demonstrably successful road casualty reduction programme delivered through education, engineering and enforcement.

Our core objectives on drink driving include:

- to continue reducing drink drive collisions and casualties
- to deter drivers from driving when over the legal alcohol limit
- to reinforce and build the social stigma surrounding drinking and driving

Communications aim to:

- increase awareness amongst the target audience of the personal consequences of a drink driving conviction - for example, a fine, ban or criminal record.
- encourage the belief amongst the target audience that one or two drinks is too many before driving and is not worth the risk.
- galvanise stakeholder support and amplify the effects of other anti-drink drive measures.
- Offer in-context solutions to help drivers avoid consuming alcohol if they know they are going to drive.

Target audience

The target audience is all drivers with a particular focus on young men, aged 17-29 years old (1-3 pint drivers). Young men are consistently over-represented in drink drive casualty figures and are more likely to admit to driving over the legal limit and when unsure if they are over the legal limit.

Extensive independent qualitative and quantitative research has shown that the personal consequences of a drink drive conviction (such as a driving ban, hefty fine and the impact on their lifestyle) are motivating to young men, represent 'new news', and can be related to drink driving (1-3 pints).

Although the personal consequences of a drink drive conviction may seem lower key and lack impact compared to a crash, young men believe they are more realistic and speak directly to them as low level drink drivers. They are also more intrusive and thought provoking.

Our research showed us that young men believe the following:

- A crash is unlikely after 1-2 drinks.

- Drink drive adverts showing a crash are aimed at drunk drivers (more than 3 pints), therefore they opt-out of those messages.
- They're more likely to be over the limit and caught after 1-2 drinks.

Creative approach

In order to have a new and realistic conversation with young men about drink driving, the 'Moment of Doubt' campaign aims to shift the conversation on from shock and the risk of killing other people to a focus on these more compelling personal consequences of a drink driving conviction.

The campaign focuses on the 'moment of doubt' around the decision whether to have a second pint (as this is the moment that young men start to doubt whether they should drive or not) and highlights that a drink drive conviction has the potential to ruin your life.

The TV advert, which has been used across every campaign burst, focuses on Matt, a young man out for a couple of quick drinks with some friends, as he's deciding whether or not to have a second pint before driving home.

As Matt is deciding what to order his world freezes and the barman he's about to order from suddenly transforms into a succession of characters that Matt would encounter if he's caught drink driving.

Matt is powerless to do anything as he sees his life crumbling in front of his eyes - he's pulled over and loses his licence, his job, his car, as well as suffering the disappointment and anger of his partner.

Finally, the barman appears again and puts the question to Matt – "So, what's it going to be?"

This TV advert was tested with focus groups of 17-29 year old men, which showed that they understood the message, considered it relevant to themselves and said it would make them think - which is exactly what the campaign wants them to do next time they're at the bar.

For each burst of 'Moment of Doubt' activity, the TV advert (which focuses on a large range of personal consequences), has been accompanied by a range of support media. For each burst of activity, the support media has focused on one specific consequence to maximize message take-out. For the December 2009 campaign, support media focused on the 12 month ban.

Christmas is a time of celebration and temptation when it comes to drink driving. It is also the time of year when your car comes in to its own. Tracking research showed that the target audience viewed a 12 month driving ban as a likely and credible consequence of a drink driving conviction, but its real impact was not really getting through, with few of the target audience highlighting it as a consequence they would worry about, despite the fact that they are emotionally and physically attached to their cars. With this in mind, the theme of

the supporting media in December 2009 highlighted that one drink or one drink more is not worth the risk, reminding drivers what was at stake using the line, 'that pint could put your car out of reach' – re-contextualising the 12 month ban by focussing on the dramatic and very real impact that losing the use of their car could have on their lifestyles during this very social, festive period.

Examples of the creative work are detailed in Annex 1.

The Department's drink drive campaign has had a long-standing and very well supported partnership with the on-trade and soft drinks industry. In December 2009, this was developed into the Driver Friendly campaign which aims to support the designated driver through the provision of promotional offers and 'rewards', linked to the purchase of soft drinks, on their night out. We developed a number of strong partnerships with the private sector at launch, including a partnership with Coca Cola who, over Christmas, offered designated drivers a buy 1 get 1 free offer on Coca Cola in over 8,000 licensed venues. In total, we worked with 13 major pub chains, including Punch Taverns and Greene King. We also had support from industry bodies including the British Institute of Innkeepers and the British Beer and Pub Association.

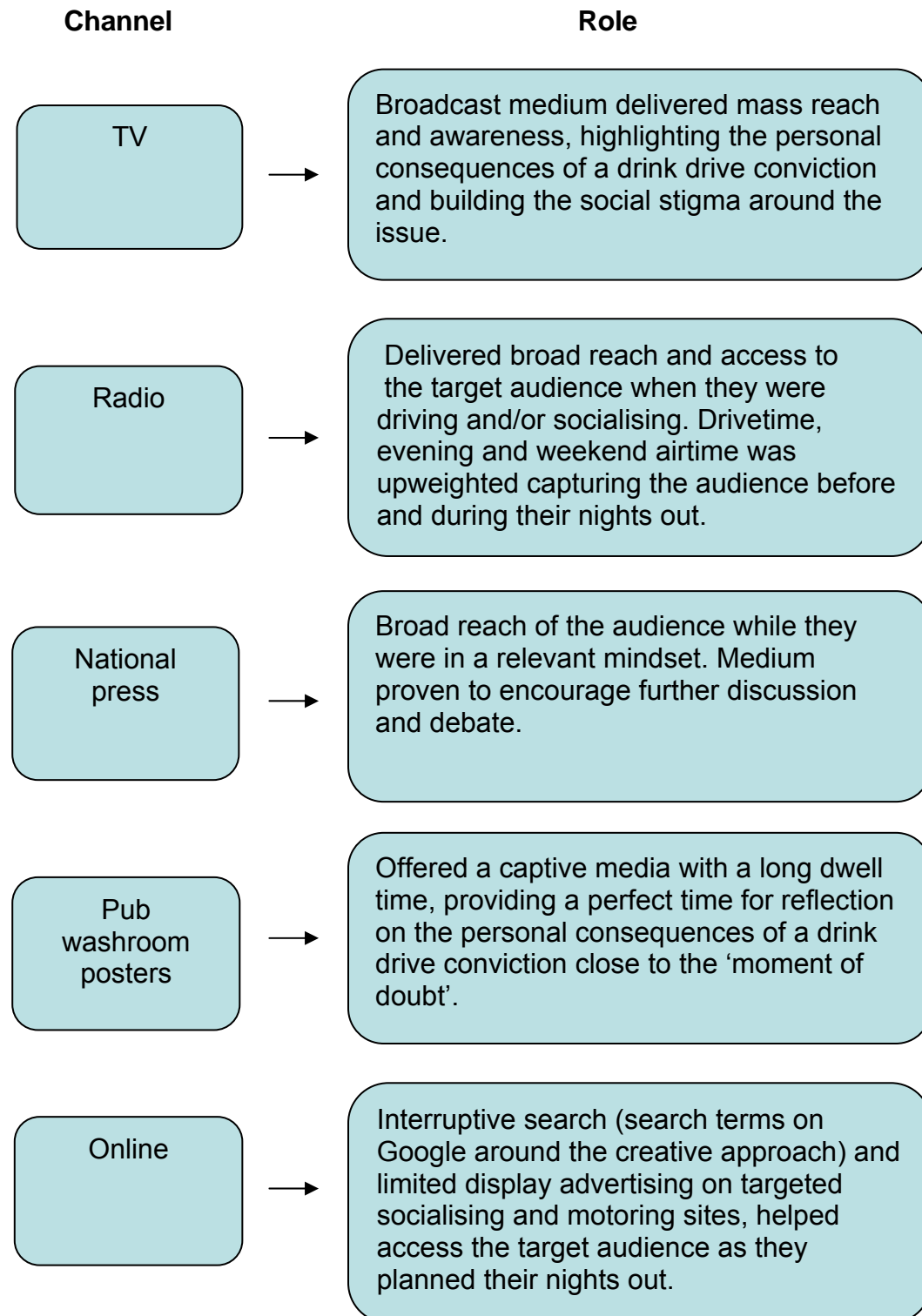
Examples of the Driver Friendly partnership marketing materials are included in Annex 2.

Media

Communications need to deliver on three key things:

1. Create broad awareness to help reinforce and build the social stigma surrounding drink driving.
2. Expose the negative and life changing effect that a drink driving conviction can have on the lives of the core target audience of young men – with the focus for this campaign being a minimum 12 month driving ban.
3. Capture the target audience as close to the 'moment of doubt' (when they're choosing to have that second drink) as possible.

The channel selection for the December 2009 campaign is detailed below.



The media channel selection was evaluated through quantitative tracking and by media buying reviews to ensure maximum value for money was delivered.

Public Relations

National and regional PR activity also formed part of the December 2009 campaign. The PR shared the same objectives as the other above-the-line activity, but was designed specifically to raise awareness of the minimum 12 month ban and to increase awareness of the new Driver Friendly partnership marketing campaign (the solution), which represented the biggest 'new' news.

The national activity included:

1. Radio and online editorial and competitions
2. Editorial feature on Autotrader.co.uk

The national PR was supported by launch events in 9 different regions, attended by key stakeholders, including Road Safety Officers and the Police.

Stakeholder engagement

The Department's drink drive campaigns have always been well supported by stakeholders.

Prior to the development of the 'Moment of Doubt' campaign, key stakeholders and experts were invited to attend a 'Ways In Day', where they were encouraged to share their points of view on the topic of drink driving and help shape the new strategy development. They were then updated and consulted at key points throughout the campaign development process.

Key stakeholders, including the Police and Road Safety Officers were notified about the December 2009 campaign and what campaign materials would be available for use, to ensure as much consistency of message as possible.

Other departments across Whitehall, and Scottish and Welsh delivery partners, were also consulted to ensure consistency of message.

The campaign was timed to coincide with the police's annual Christmas enforcement activity.

Evaluation

Across the 'Moment of Doubt' campaign, quantitative tracking research has been used to monitor:

1. the campaign's impact on road safety attitudes and claimed behaviour among the target group.
2. reach and cut-through of all advertising activity.

1. Tracking of key performance indicators (KPIs) across the 'Moment of Doubt' campaign:

1	To increase the unacceptability of drink driving		July 07	Jan 08	July 08	Jan 09	July 09	Jan 10	Change since 07 (% pts)
A	Unacceptability of driving after drinking 2 pints	Men aged up to 29 Extremely unacceptable	49%	50%	59%	50%	50%	54%	+5% pts
B	It is safe to drive after 2 drinks	Male drivers who drink alcohol (aged up to 29) and 17-year-old male drivers. Strong Disagreement	66%	59%	61%	51%	57%	59%	-7% pts
		Male drivers (aged up to 29) who drink alcohol and 17 year old male drivers. Disagreement	93%	79%	82%	74%	74%	77%	-16% pts
2	To improve perceptions around enforcement of drink driving		July 07	Jan 08	July 08	Jan 09	July 09	Jan 10	Change since 07
A	If I were to drink and drive I would be likely to get caught by the police	Male drivers (aged up to 29) who drink alcohol & 17-year-old male drivers Agreeing	58%	75%	63%	60%	64%	72%	+14% pts

3.	To increase perceptions of likely personal consequences of drink driving		July 07	Jan 08	July 08	Jan 09	July 09	Jan 10	Change since 07
A	Likely that being caught drink driving would change my lifestyle dramatically	Male drivers (aged up to 29) who drink alcohol Agreeing	72%	90%	89%	68%	-	85%	+13% pts
4.	To create impact, reappraisal and recognition		July 07	Jan 08	July 08	Jan 09	July 09	Jan 10	Change since Jan 08
A	Prompted recognition of Moment Of Doubt	Men aged 15-29 Agreeing		85%	83%	89%	87%	81%	-4% pts
B	It sticks in my mind	Men aged 15-29 Agreeing		41%	48%	41%	47%	39%	-2% pts
C	It will make me think twice before I drink and drive	Men aged 15-29 Agreeing		21%	22%	26%	30%	23%	+ 2% pts

2. Media channel performance for December 2009 Drink Drive campaign:

Total campaign:
Prompted awareness (BMRB post-campaign tracking): <ul style="list-style-type: none">• Adults: 88%• Young men: 86%
TV
Prompted awareness (BMRB post-campaign tracking): <ul style="list-style-type: none">• Adults: 75%• Young men: 90%
Washroom posters/national press
Prompted awareness (BMRB post-campaign tracking): <ul style="list-style-type: none">• Adults: 11%• Young men: 20%
Radio
Prompted awareness (BMRB post-campaign tracking): <ul style="list-style-type: none">• Adults: 15%• Young men: 43%
Online
<u>Display (interactive game):</u> Prompted awareness of display activity (BMRB post-campaign tracking): <ul style="list-style-type: none">• Adults: 5%• Young men: 15%• 392,395 unique users interacted with the game• Average interaction time of 14 seconds, 30% above industry average <u>Search:</u> <ul style="list-style-type: none">• 10,755 clicks
Partnership Marketing (launch of Driver Friendly activity)
Prompted awareness of Driver Friendly logo (BMRB post-campaign tracking): <ul style="list-style-type: none">• Adults: 15%• Young men: 27%

- Total of 8,351 Driver Friendly venues
- Worked with 13 major pub chains
- Major Driver Friendly partnership with Coca Cola in 8,038 venues, offering designated drivers a buy 1 get 1 free offer on Coca Cola
- Driver Friendly offer in 129 Hungry Horse venues, offering drivers free soft drinks with their meals
- 202 independent pubs ordered Driver Friendly packs
- 85% of venues thought the promotions were a success
- 70% of drivers interviewed thought the offers would improve their night out, and 65% said it would encourage them to stick to soft drinks
- The drink drive partnership marketing activity delivered an overall return on investment (ROI) of 14:1

Public Relations

National activity achieved:

- Editorial and a competition ran on 5 websites, including Nuts.co.uk and maxim.co.uk
- Editorial and a competition ran on 21 nationwide radio stations, including Kerrang and Magic 1161, generating 1hour 45 minutes of coverage and reaching 4,406,000 people.
- 57,726 competition page impressions online, resulting in 2,681 competition entries
- Autotrader advertorial online, which attracted 114,000 impressions.

Regional activity achieved:

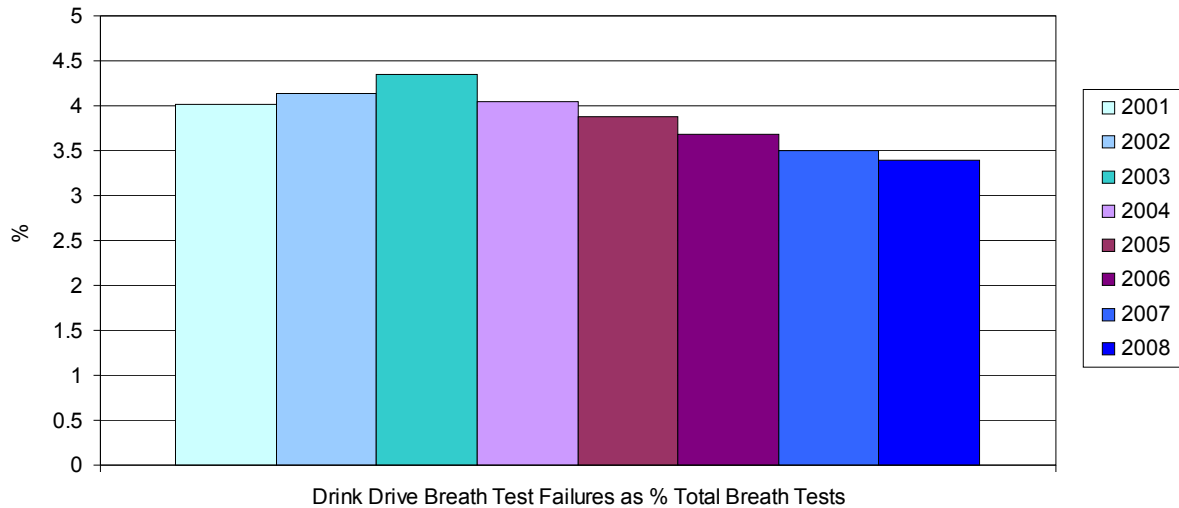
- 62 pieces of coverage
- Of the coverage received, 88% had a positive tone; the remainder was neutral in tone
- 4 TV stations
- 19 pieces of print coverage
- 31 radio stations, including LBC, Heart and Capital FM in London
- 12 pieces of online coverage, a key environment for communicating with young men

In addition, we monitor the impact that publicity campaigns, working alongside enforcement activity and engineering developments, have on changes in:

1. the rate of positive breath tests
2. the incidence of drink drive related casualties as measured by RCGB

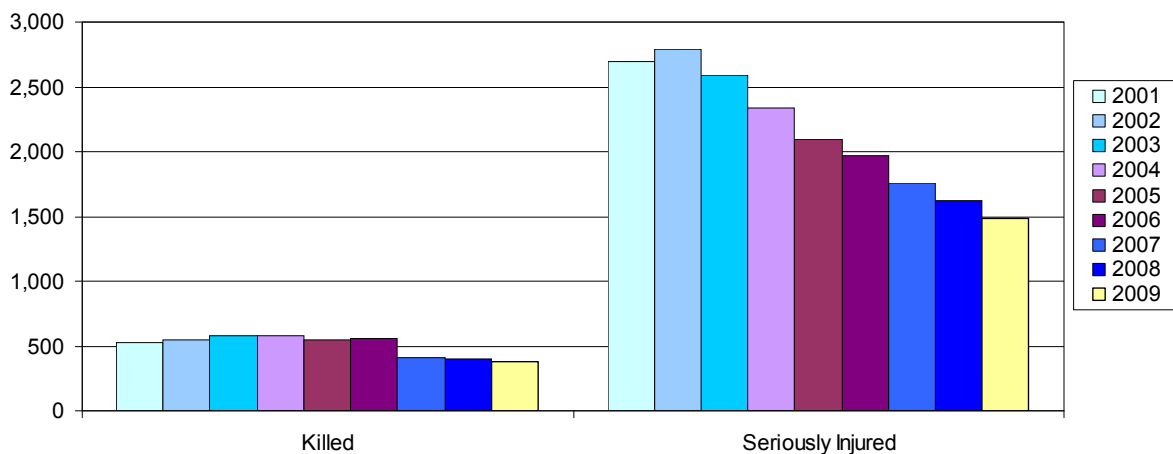
1. The rate of positive breath tests (source: RCGB):

Activity is supported by police enforcement activity and over the lifespan of the 'Moment of Doubt' campaign the rate of breath alcohol test failures reduced from 3.68% in 2006 (before the 'Moment of Doubt' campaign launched) to 3.39% in 2008 (18 months into the campaign).



2. The incidence of drink drive related casualties (source: RCGB):

In 2006 (prior to the launch of 'Moment of Doubt'), there were 2,530 drink drive related KSIs. The provisional figure for 2009 (two-and-a-half years into the campaign) is 1,860, a fall of 26%. The number of drink drive related fatalities has fallen by 32% over this same period, from 560 in 2006 to 380 in 2009.



Annex 1 – the creative work

Washroom panels (daytime image also used in national press):



Washroom panels in-situ:



Online interactive game:



Annex 2 – Driver Friendly partnership marketing materials

Driver Friendly logo:



Coca Cola partnership poster:



Driver Friendly packs for independent venues:

