

THINK!: getting our messages out through the media

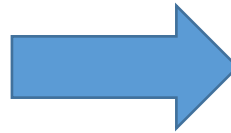
Tim Lennon
Senior Campaign Manager



Drink drive: campaign strategy



Creating social unacceptability



Increasing consideration of the personal consequences



The PR brief

PR Objectives

- To achieve positive coverage of the main drink drive campaign messages in print and broadcast and national and regional media.
- To increase awareness of the personal consequences of a drink drive conviction and the negative impact it can have on your lifestyle.

Target Audience

- Primary: young men aged 17-29
- Secondary: all adults

Key messages

- A drink drive conviction has the potential to ruin your life (criminal record, £5,000 fine, loss of licence/freedom, potential job loss, shame etc).
- How much will your next pint cost you?



The idea



Execution



Press notice and images



Case study



National launch and regional roll-out with police



Results

- 12 minutes of coverage on morning TV
- 23 national print, broadcast and online articles
- 33% reach against the target audience
- 18% of drivers spontaneously seeing/hearing drink drive coverage in the national news, local news, TV news, in a magazine or on the radio.

£50,000 cost of one pint too many for motorists

By John Ingham Transport Editor

A national Think campaign against drink driving yesterday.

The campaign was launched by Jeremy Miles, who set the £50,000 value for a pint of beer, which is the cost of a drink driving conviction.

Mr Miles said: "A pint of beer is worth £50,000 to a drink driver because it costs that much to be caught." The campaign is part of a series of advertisements on the radio, TV and in print, which will be repeated over the next few weeks.

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Just one pint could cost you £50,000

David France

Having the British and Irish Christmas drink and eat too much could cost you £50,000. The cost of a drink driving conviction is £50,000. The cost of a drink driving conviction is £50,000. The cost of a drink driving conviction is £50,000.



Learnings

- We used a creative, fresh idea that tapped into the current trend – financial insecurity.
- Having a case study talk about his experiences added credibility and made it seem more likely, as well as helping to secure coverage.
- The regional events were very successful and our police partners were effective local spokespeople for the campaign.

“The media interest in the campaign today has been incredible – we’ve done a few drink driving campaigns recently here but the level of interest from the press today has surprised us – it’s obviously a message that really resonates, and a new way of looking at the problem. Really great idea.”

Inspector Paul Rowe, Greater Manchester Police

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