

# THINK! Drink Drive evaluation September 2013



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# 1

## Campaign aims and background



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# Context

The 'Personal Consequences' drink drive campaign launched in July 2007, using a variety of communication activities to try to persuade drivers to avoid drinking and driving

Young male drivers aged 17 to 29 are the core target group for the campaign








The key aims of the campaign are:

- to increase awareness of the personal consequences of a drink driving conviction
- to encourage the belief that 1 to 2 drinks are too many before driving
- to reinforce and build the social stigma around drink driving

The latest burst of activity took place in Summer 2013, featuring new ad creatives: emphasis on being treated like a criminal

Research took place 9<sup>th</sup> – 27<sup>th</sup> August 2013 among 570 young male drivers

# Campaign mix and spend over time

		Spend (£)										
Activity		Summer '07	Xmas '07	Summer '08	Xmas '08	Summer '09	Xmas '09	Xmas '10	Xmas '11	Xmas '12	March '13	Summer '13
	TV	1,071,408	698,423	988,853	963,691	860,633	665,657			556,750	473,504	
	Outdoor/ambient	127,166	254,095	101,410	165,442	226,448	87,695	85,376	101,474		128,640	108,000
	Radio	199,771	199,555	164,766	173,427	299,655	261,375	240,727	286,810		279,846	232,000
	Online	100,000	99,923		129,878	142,905	125,915	7,846	19,880		98,403	40,000
	National Press						64,503					
	Cinema		200,261	123,483	151,813							
	Mobile											100,000
Total media		1.5m	1.5m	1.4m	1.5m	1.5m	1.2m	334k	408k	557k	1.0m	480k

# Campaign mix - Summer 2013



New radio ads (3 executions)



Mobile



Video seeding #publooshocker



Pub media



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# 2

## Overview of key findings



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# Overview of key findings

1 Very good prompted recognition of campaign elements  
(Employment poster creative less so)

2 Poster ad messaging less strong than previous

3 Main message cuts through stronger for latest radio ads than previous radio ads

4 Although not cutting through as top of mind consequences, those mentioned in the ads do come through at higher levels on prompting

5 No evidence that change of timing for campaign has made a difference



# 3

## Campaign awareness



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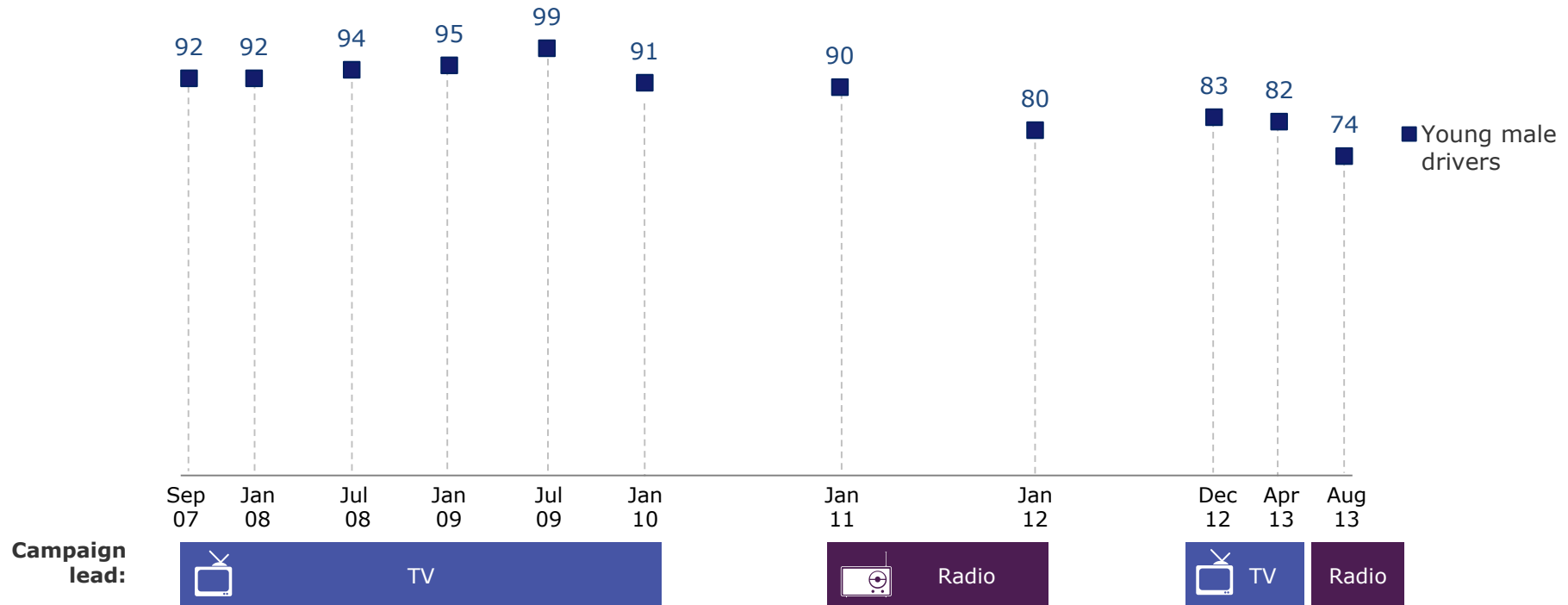
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# With TV no longer in the mix, awareness of Drink Drive activity has dropped

% seen anything

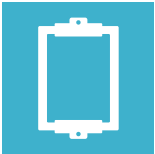


Q: Can I just check, have you seen or heard anything about drinking and driving in any of these ways recently?  
Base: Young male drivers 17-29

# Top of mind radio ad awareness cut through strongest of the latest campaign media



**16%** mentioned hearing a radio ad



**6%** mentioned a poster in a bar and **4%** in pub toilets



**3%** had seen an online video  
but when asked for detail, there were no clear references to the pub loo shocker ad



**1%** had seen something on their mobile phone

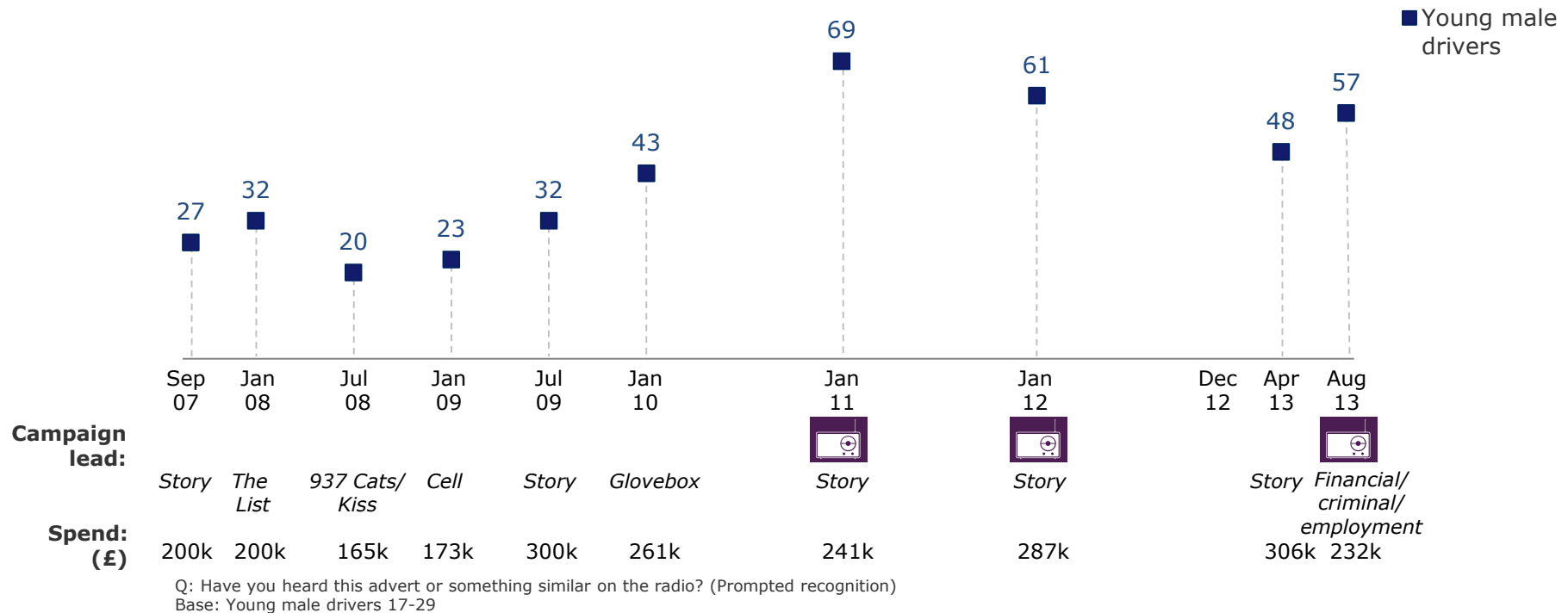
Q: Can I just check, have you seen or heard anything about drinking and driving in any of these ways recently?/ What do you remember about the online videos you saw about drink driving?

Base: Young male drivers 17-29

# Good recognition of radio creatives overall



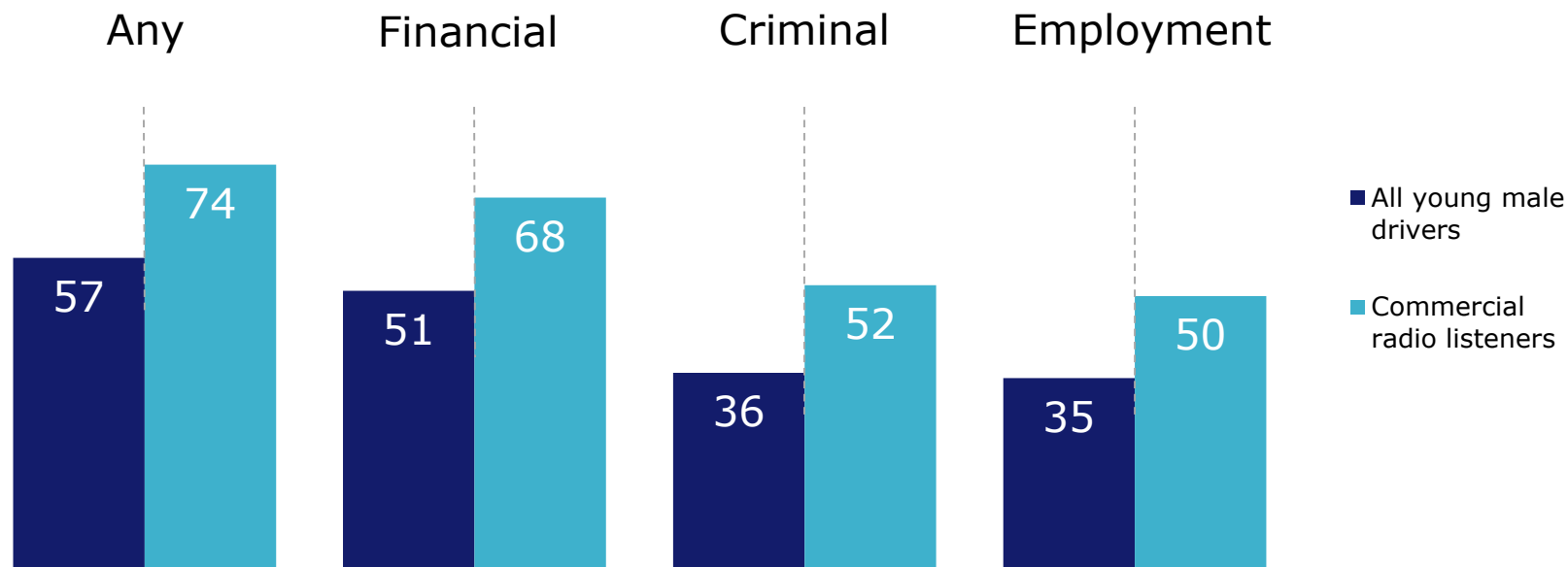
% Yes - Have heard radio ad or similar



# All 3 ads individually cut through well though Financial strongest



% Yes - Have heard radio ad

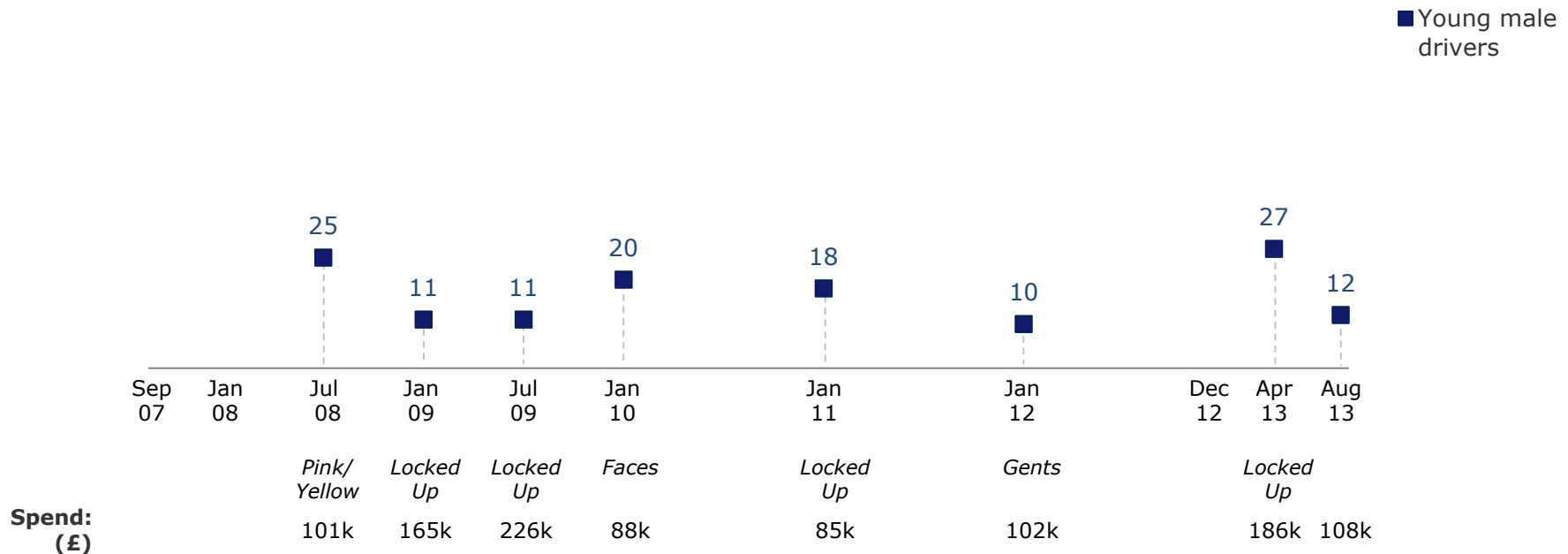


Q: Have you heard this advert or something similar on the radio? (Prompted recognition)  
Base: Young male drivers 17-29

# Poster recognition good given location and level of spend



% Yes - Have seen poster ad(s)



Q: Have you seen this poster ad recently?/ Have you seen these ads in a pub recently? (Prompted recognition)  
Base: Young male drivers 17-29

# Employment creative weaker than other creatives on recognition



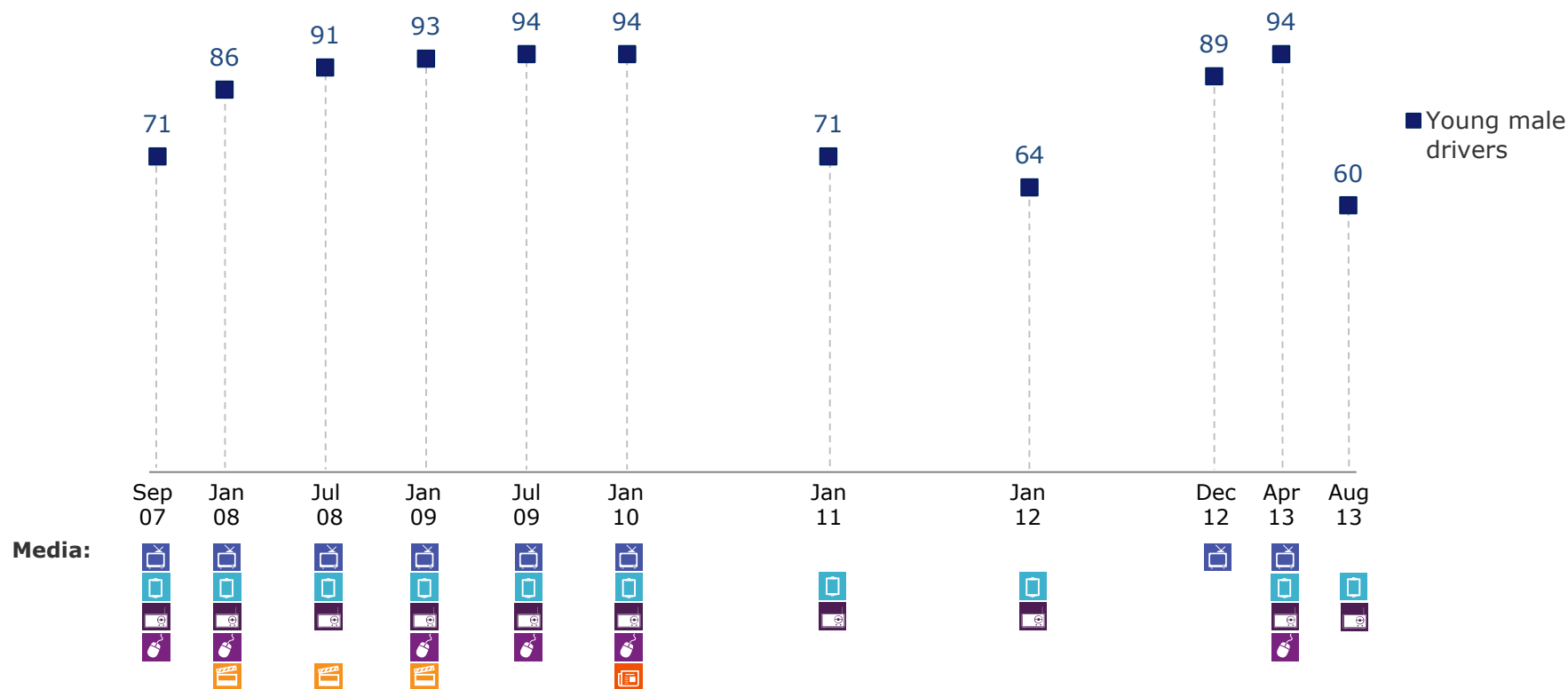
% Yes - Have seen poster ad



Q: Have you seen this poster ad recently?/ Have you seen these ads in a pub recently? (Prompted recognition)  
Base: Young male drivers 17-29

# Given new creatives, no TV and lower spend, latest recognition levels good

% recognising at least one of the ads from each Personal Consequences burst



Q: Have you seen this TV ad recently/these press or poster adverts/heard this radio ad/seen this online ad recently? (Prompted recognition)  
Base: Young male drivers 17-29



# 4

## Campaign communication



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# Correct main messaging taken out of radio ads, and at higher levels than previous execution



Apr 13

54%

Aug 13

68%

Generic don't drink and drive message

12%

38%

Consequences

19% Consequences (no detail)

9% Ruins your lifestyle

6% Could lose your job

2% Could lose licence

2% Could affect future career

2% Fine/ penalties convictions

2% Could get a criminal record

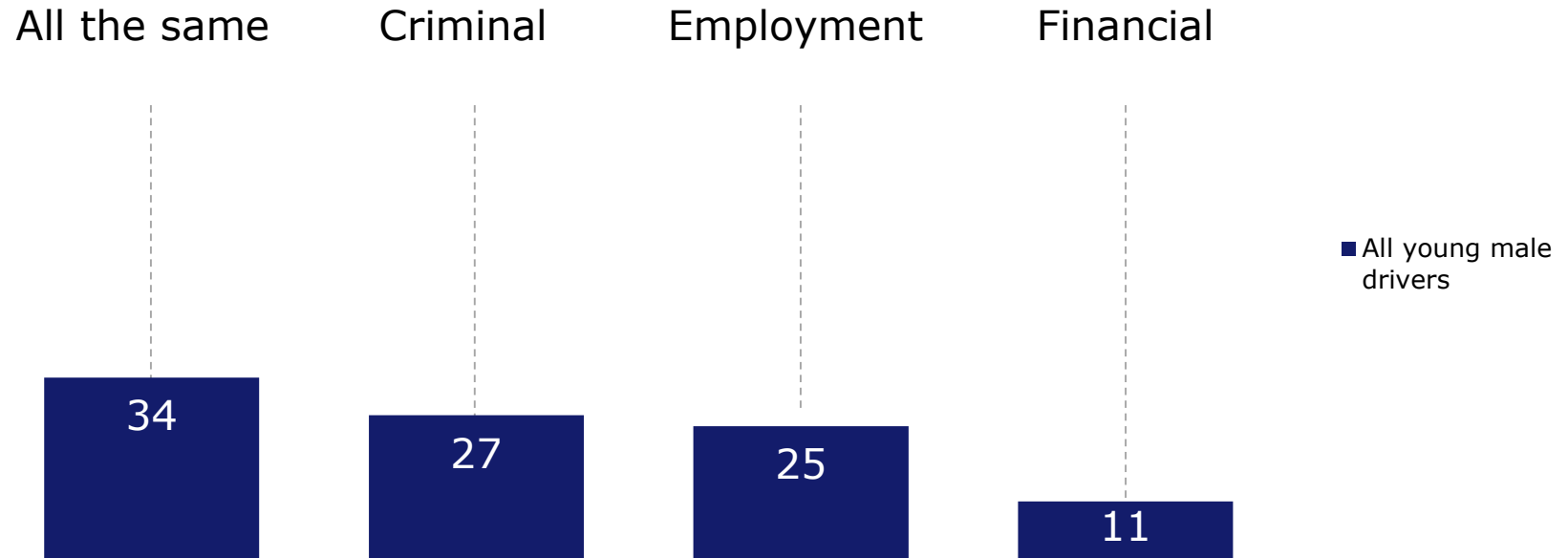
2% Could have financial consequences

Q: What do you think was the main message of the radio adverts which I have just played to you?  
Base: Young male drivers 17-29

Although the Financial ad was the most recognised, it was thought to have the least impact

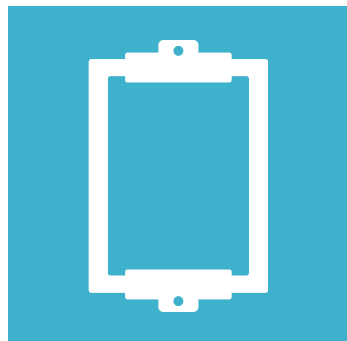


%



Q: Which of these 3 radio adverts do you think would have the most impact on you?  
Base: Young male drivers 17-29

# Don't drink drive message cutting through more strongly than for previous washroom ads – consequences slightly lower



Apr 13

Aug 13

**37%** **51%** Generic don't drink and drive message

**41%** **31%** Consequences

**13%** Consequences (no detail)

**3%** Ruins your lifestyle

**5%** You are like any other criminal

**4%** You will get a criminal record

**6%** Different people who would be involved in your case

**3%** You will be caught/ arrested

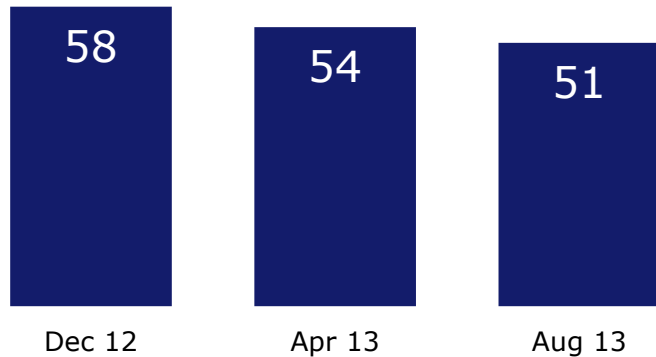
**3%** Drink driving is a crime

Q: What do you think was the main message of the poster adverts which I have just shown you?  
Base: Young male drivers 17-29

# No significant difference on impact

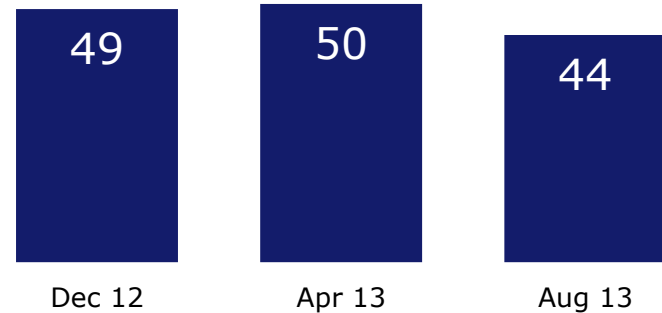
'It made me think about the impact that drinking and driving could have on my lifestyle'

% strongly agree



'It will make me less likely to drink and drive'

% strongly agree



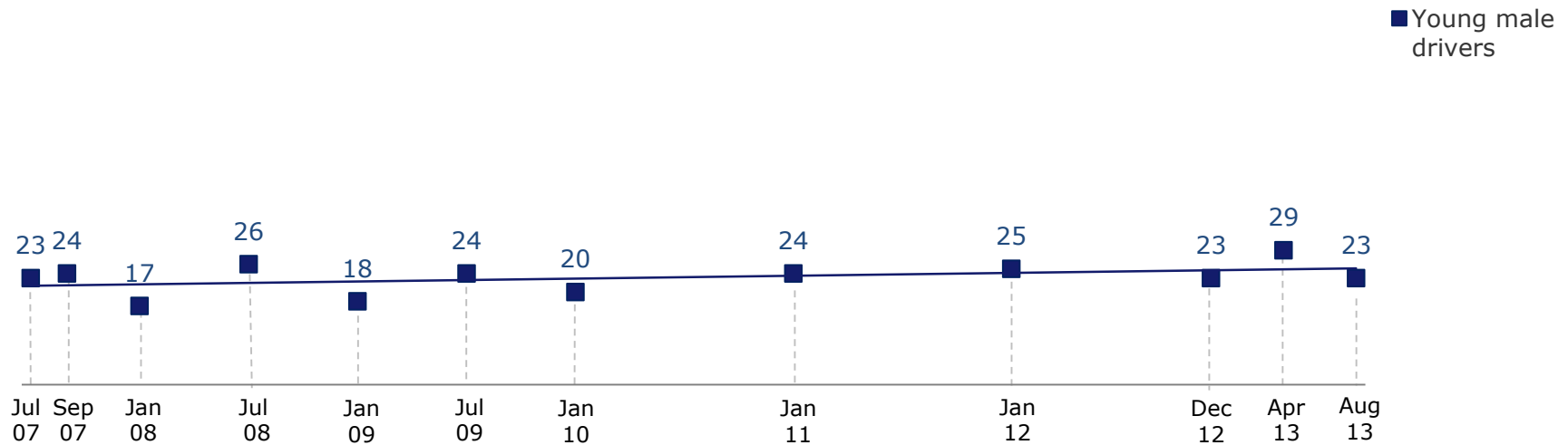
Q: How much do you agree or disagree with the following statement about the adverts you have just seen and heard?  
Base: Young male drivers 17-29

# 5

## Attitudes towards drinking and driving

# Disagreement that 'It is safe to drive after one drink' remained at a similar level

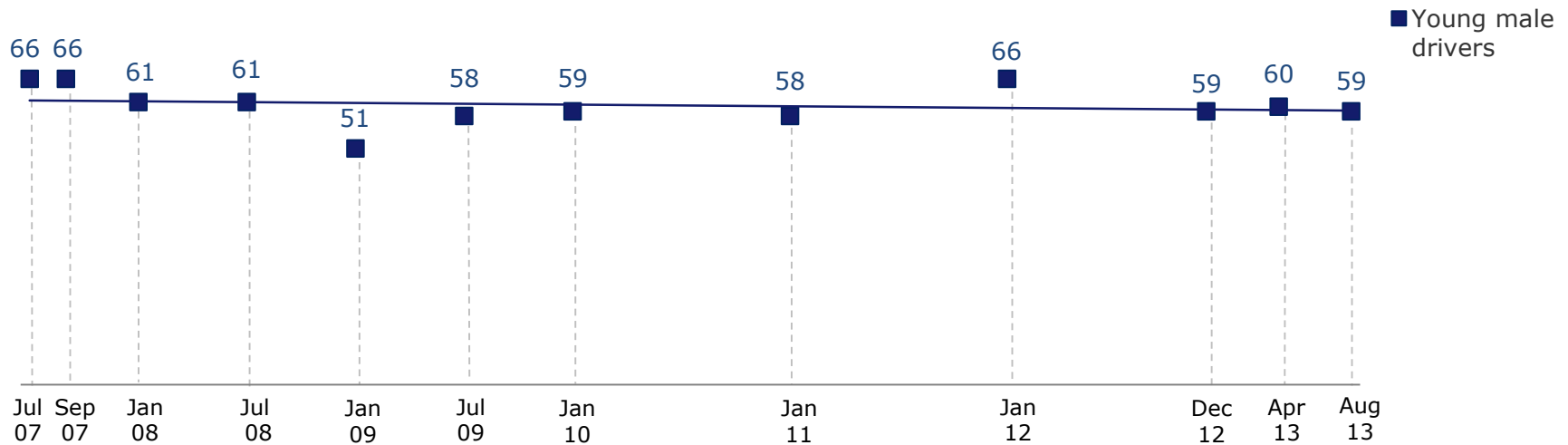
% strongly disagree



Q: How much do you agree or disagree with the following statement?  
Base: Young male drivers 17-29 who drink alcohol

# Disagreement that 'It is safe to drive after two drinks' has not changed over recent years

% strongly disagree

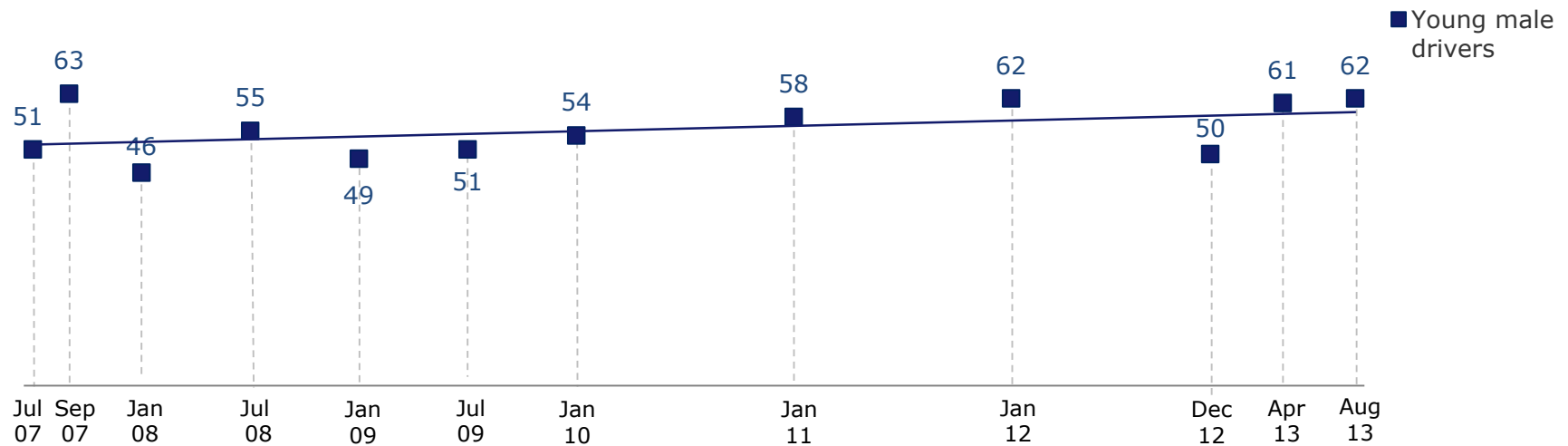


Q: How much do you agree or disagree with the following statement?  
Base: Young male drivers 17-29 who drink alcohol



# The unacceptability of driving after two pints continues to slowly increase over time

% extremely unacceptable



Q: On a scale of 1 to 5, where a score of 1 means you think the behaviour is fairly acceptable and a score of 5 means it is extremely unacceptable, how acceptable do you think it is for people to drive after drinking two pints?  
Base: Young male drivers 17-29

Drivers continue to be more likely to think you can be over the limit after two drinks than you can be a drink driver after only a couple

'You can be over the limit after two drinks'

% disagree



'You can be a drink driver even after only a couple of drinks'

% disagree



Q: How much do you agree or disagree with the following statement? "You can be a drink driver even after only a couple of drinks" / "You can be over the limit after two drinks"

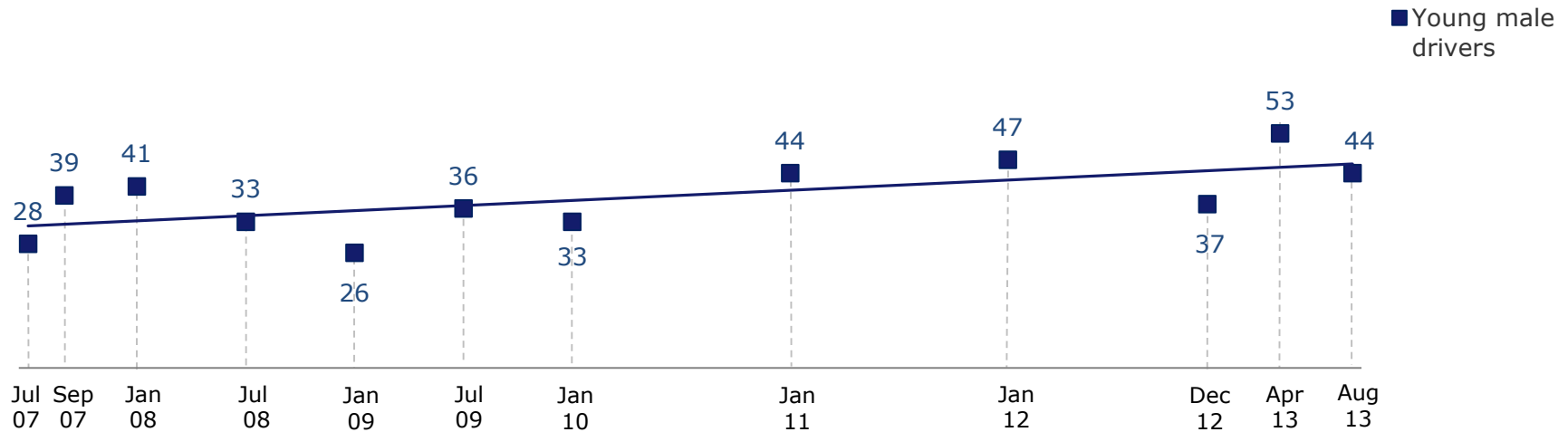
Base: Young male drivers 17-29

# 6

## Consequences of drink driving

# Agreement that you would be likely to get caught by police if you were to drink and drive has stabilised over recent years

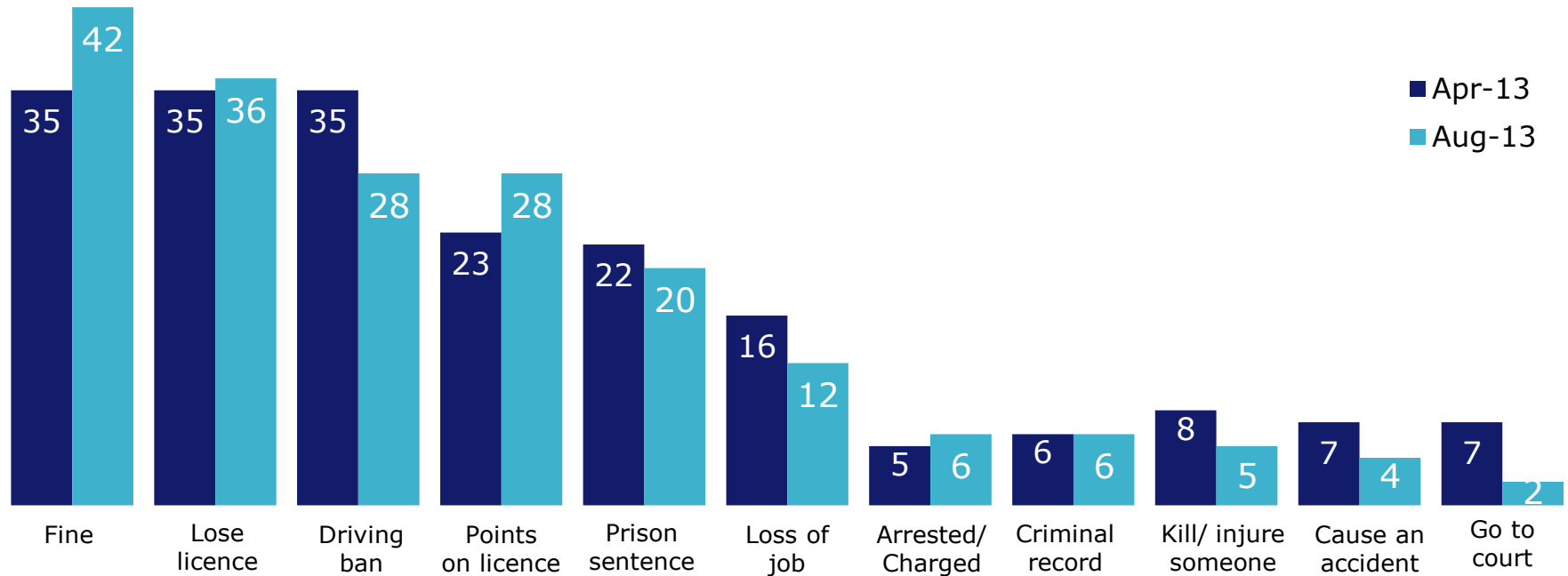
% strongly agree



Q: How much do you agree or disagree with the following statement?  
Base: Young male drivers 17-29 who drink alcohol

# The most salient consequences of being caught drink driving are fines and losing licence

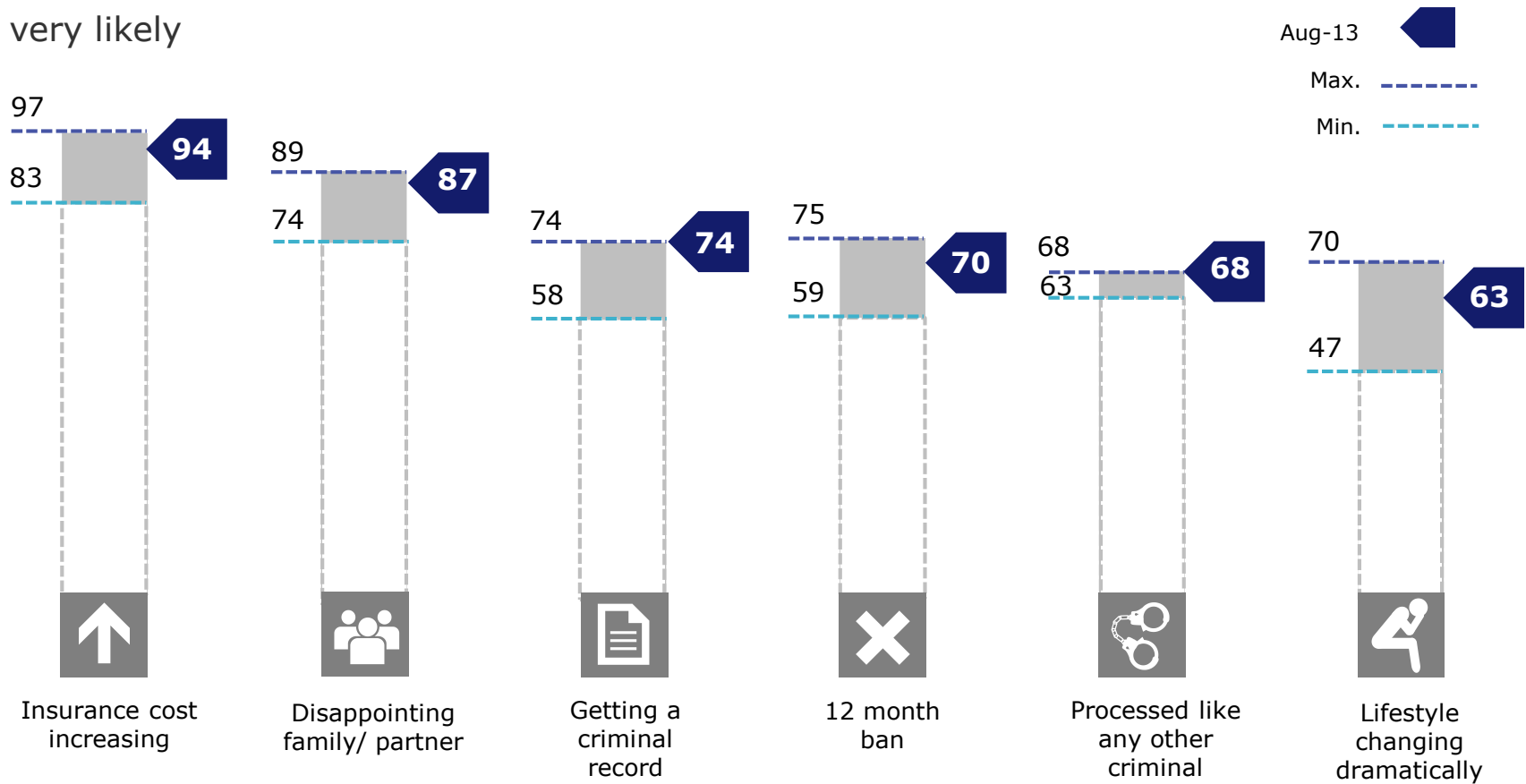
%



Q: What do you think the likely consequences of getting caught drink driving are? (spontaneous)  
Base: Young male drivers 17-29

# On prompting, campaign messages seen as likely consequences of drink driving

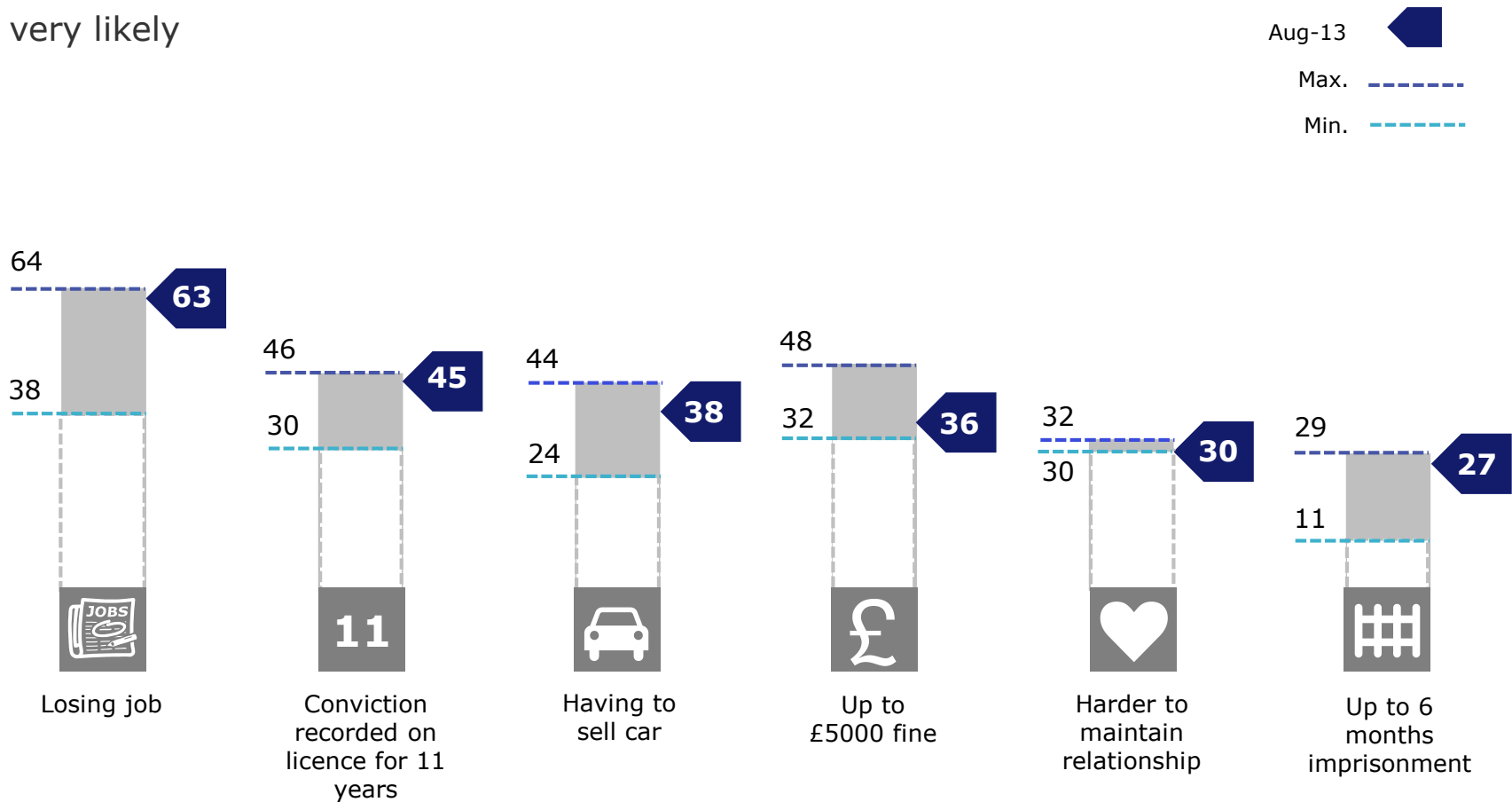
% very likely



Q: If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?  
Base: Young male drivers 18-29 who drink alcohol

# On prompting, campaign messages seen as likely consequences of drink driving

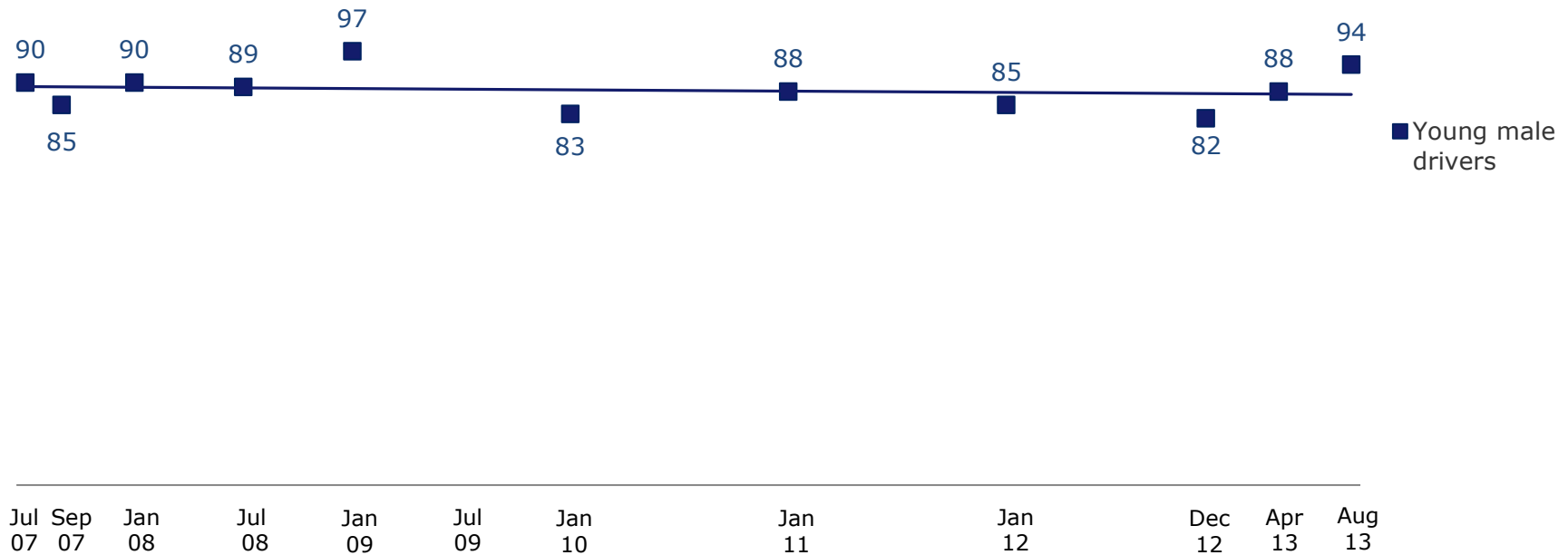
% very likely



Q: If you were to be caught drink driving, how likely do you think it would be that each of the following would happen?  
Base: Young male drivers 18-29 who drink alcohol

# Steady level of those thinking that if caught drink driving insurance cost would increase

% very likely

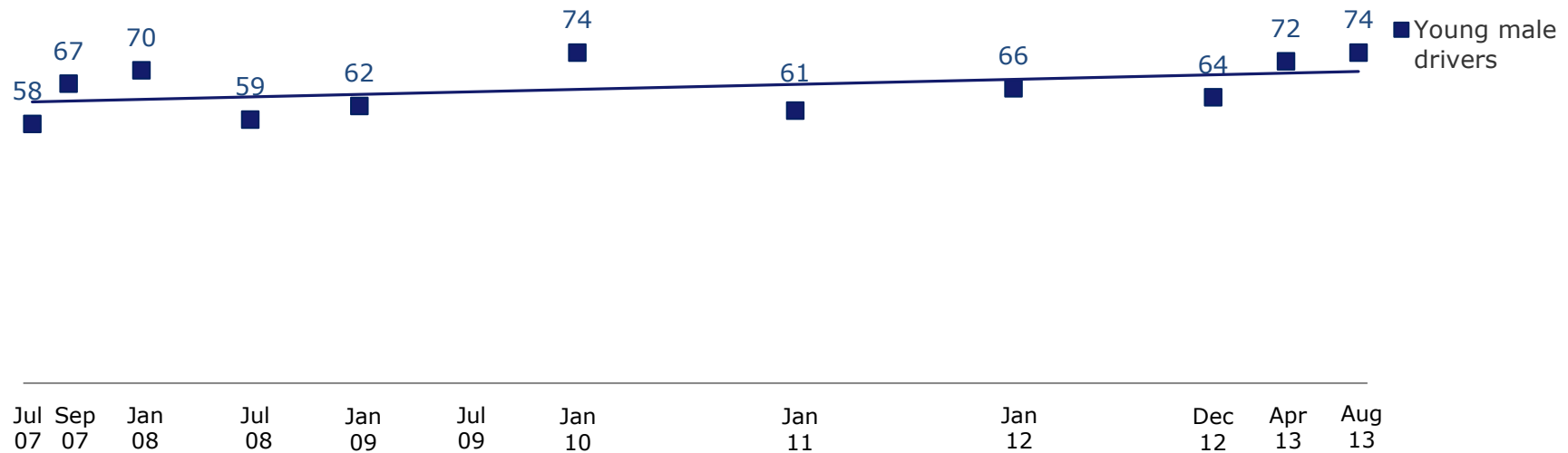


Q: What do you think the likely consequences of getting caught drink driving are?  
Base: Young male drivers 18-29 who drink alcohol



# Proportion thinking that you would get a criminal record has increased over time

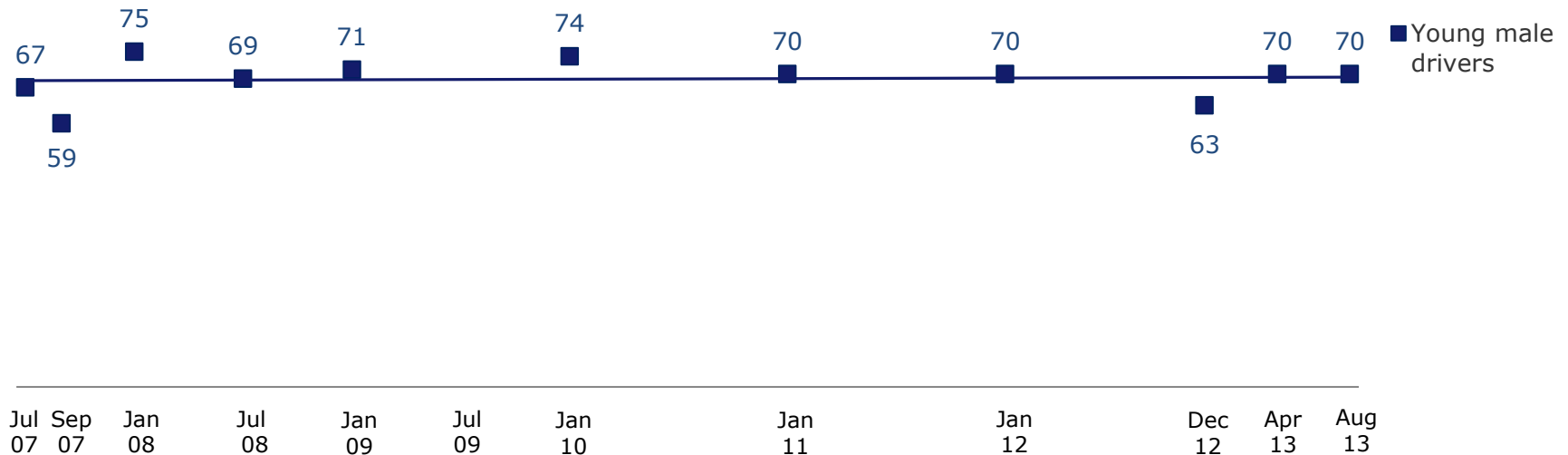
% very likely



Q: What do you think the likely consequences of getting caught drink driving are?  
Base: Young male drivers 18-29 who drink alcohol

# Proportion thinking that if caught drink driving you would get a twelve month driving ban has remained stable

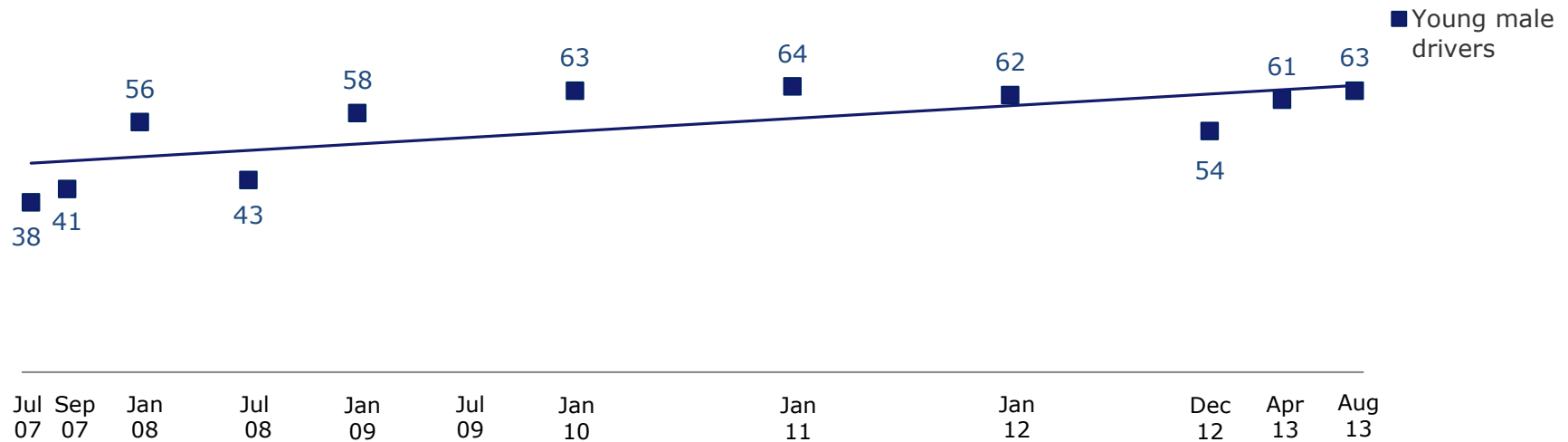
% very likely



Q: What do you think the likely consequences of getting caught drink driving are?  
Base: Young male drivers 18-29 who drink alcohol

# Proportion thinking that it would be harder to get a job or keep your job has increased over time

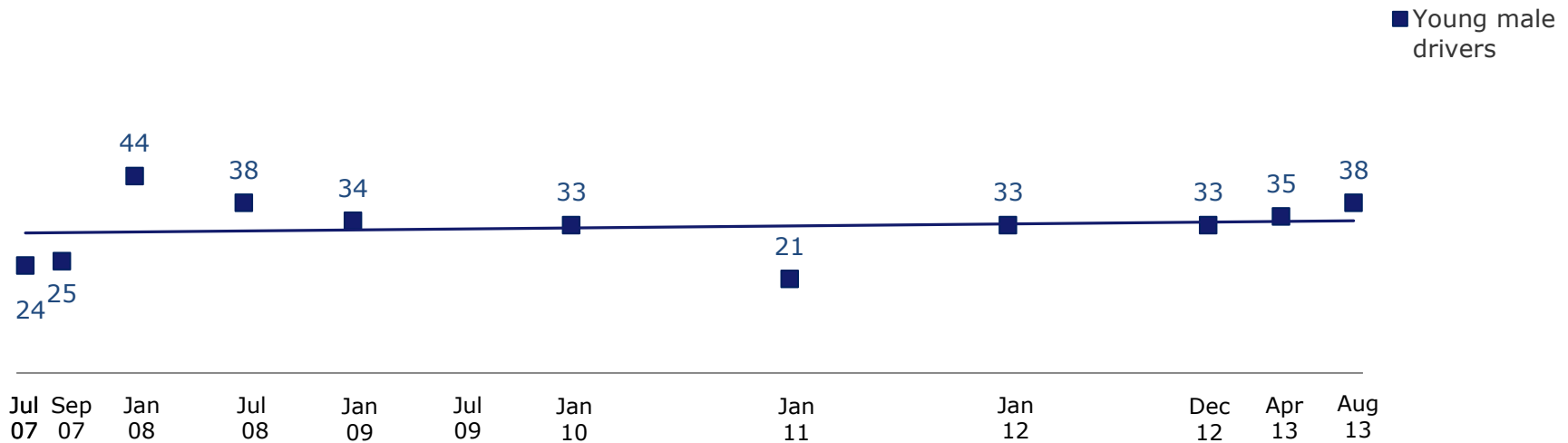
% very likely



Q: What do you think the likely consequences of getting caught drink driving are?  
Base: Young male drivers 18-29 who drink alcohol

# Proportion thinking that you would have to sell your car has remained stable

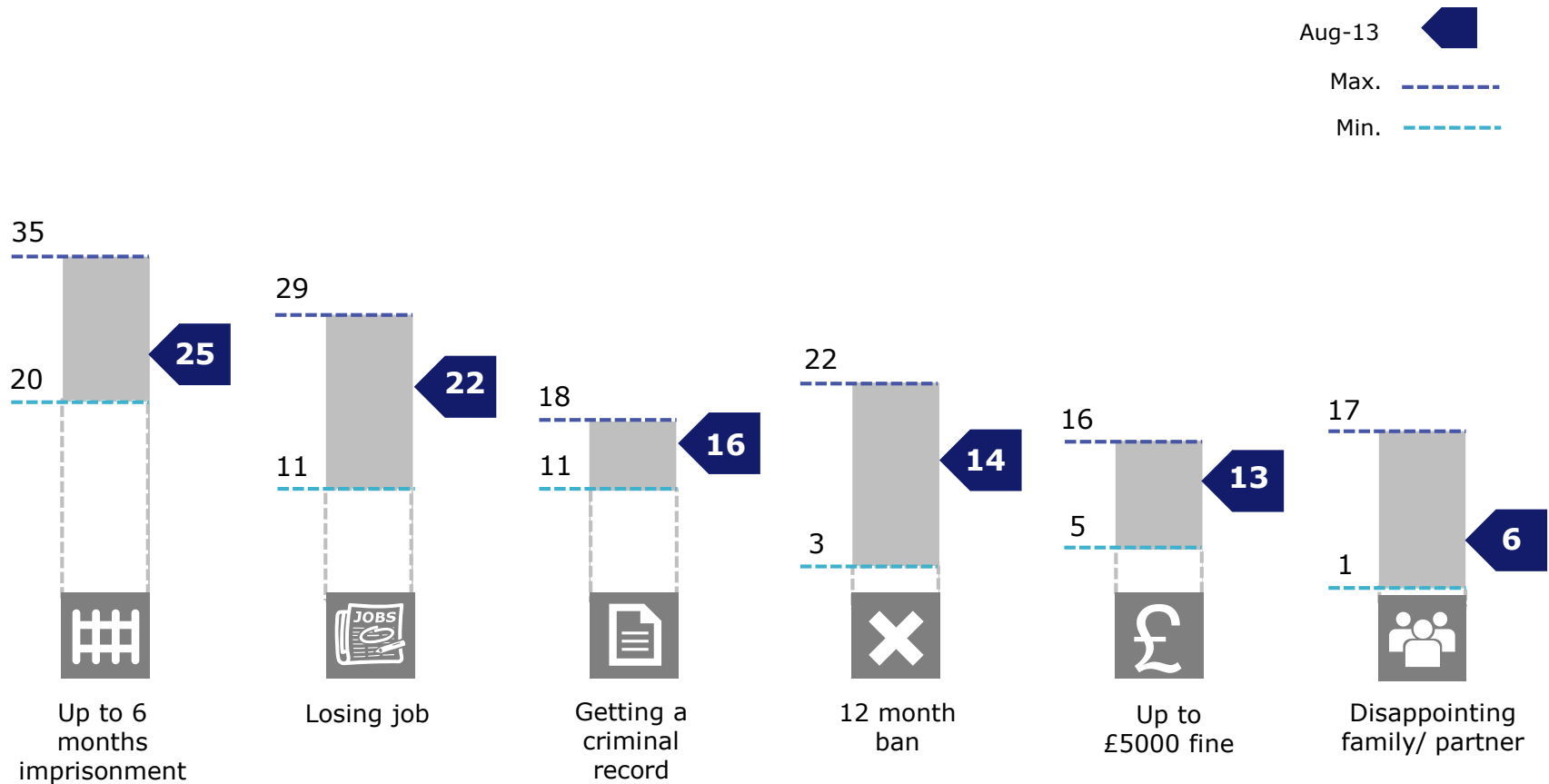
% very likely



Q: What do you think the likely consequences of getting caught drink driving are?  
Base: Young male drivers 18-29 who drink alcohol

# Despite thinking it is the least likely consequence, young male drivers remain most likely to worry about 6 months in prison

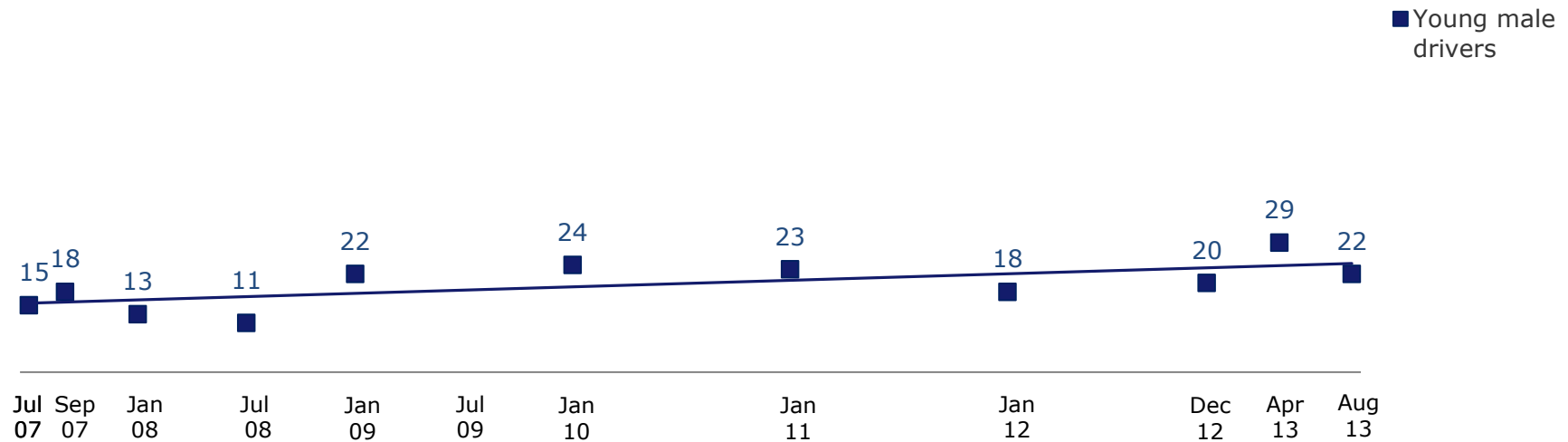
%



Q: And which of the following would you be most likely to worry about happening?  
Base: Young male drivers 18-29 who drink alcohol

# Worry about losing job has increase since 2007 but remained largely stable since 2009

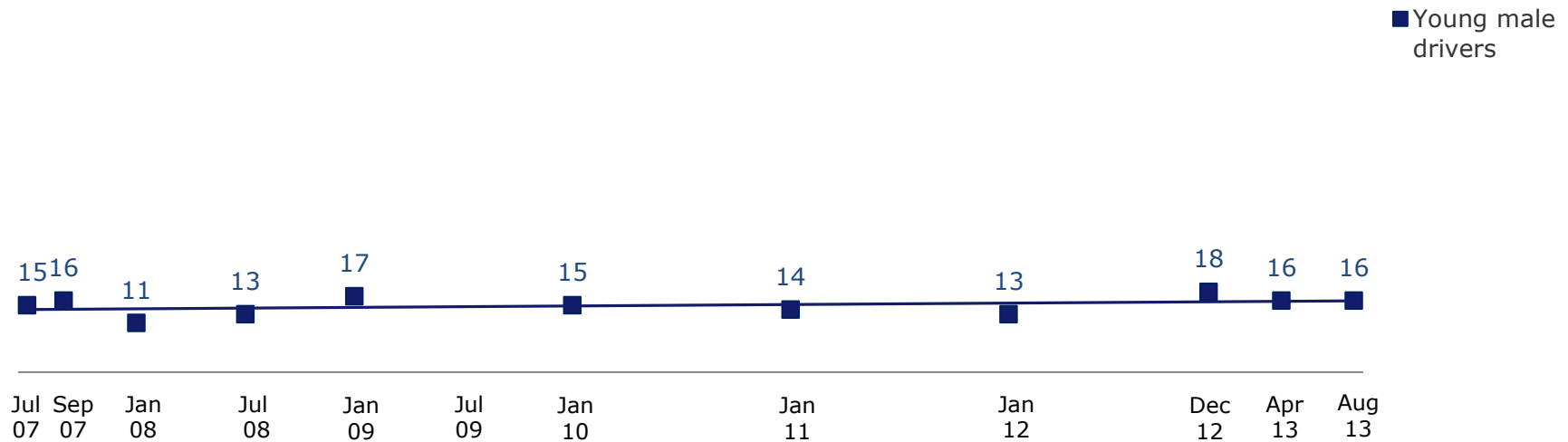
%



Q: And which of the following would you be most likely to worry about happening?  
Base: Young male drivers 18-29 who drink alcohol

# Worry about getting a criminal record has remained largely unchanged over the last year

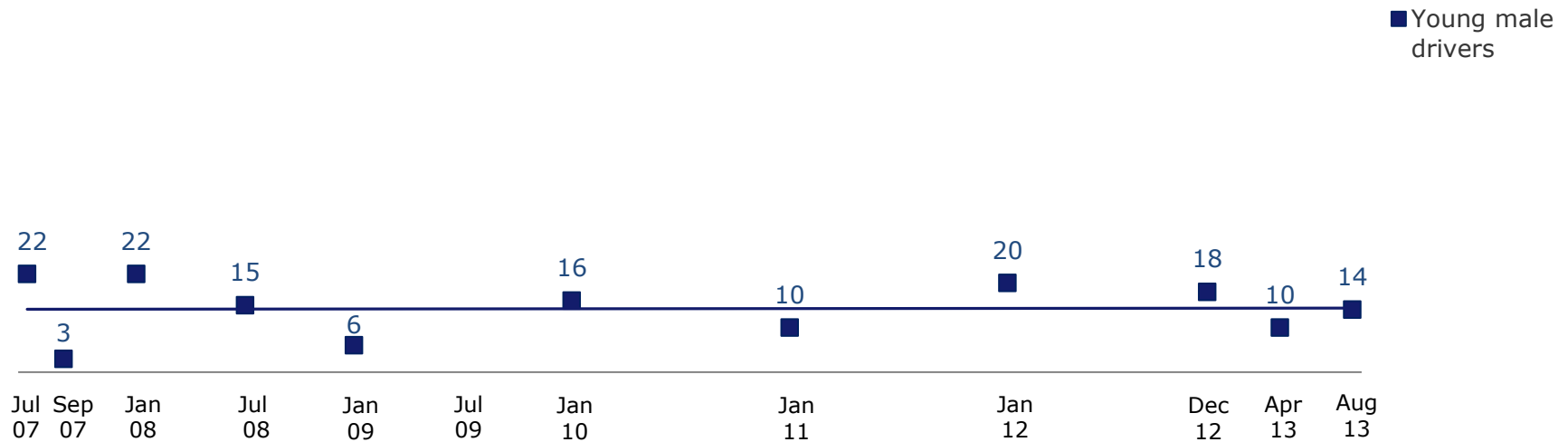
%



Q: And which of the following would you be most likely to worry about happening?  
Base: Young male drivers 18-29 who drink alcohol

# Worrying about a 12 month driving ban remained quite stable

%

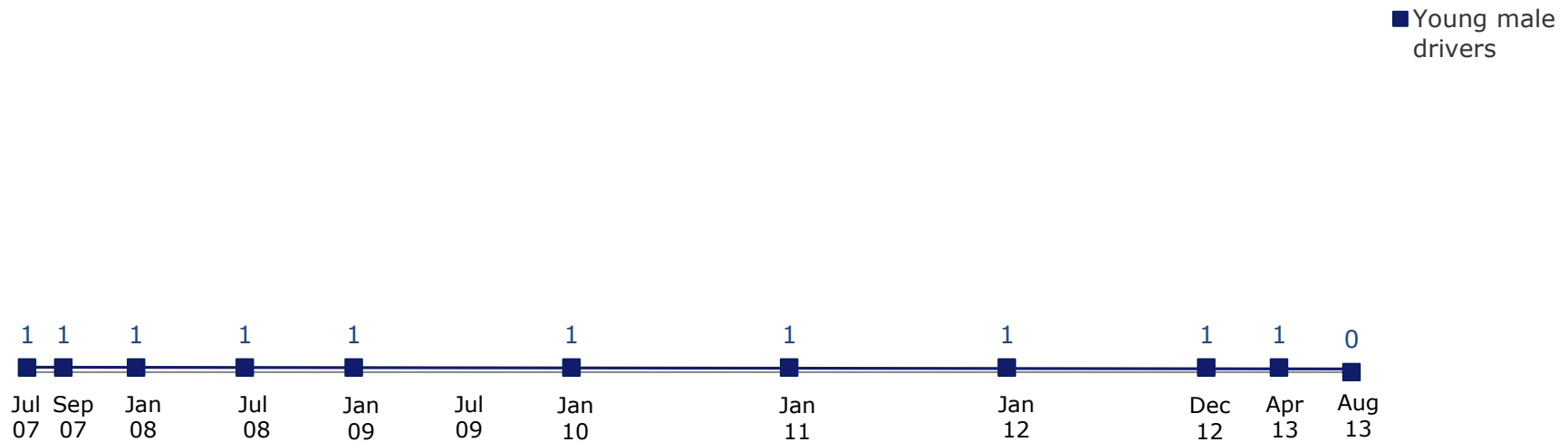


Q: And which of the following would you be most likely to worry about happening?  
Base: Young male drivers 18-29 who drink alcohol



# Having to sell car remains of much lower concern than other things which could happen to you

%



Q: And which of the following would you be most likely to worry about happening?  
Base: Young male drivers 18-29 who drink alcohol

# Main deterrents to having another drink focused on legal consequences

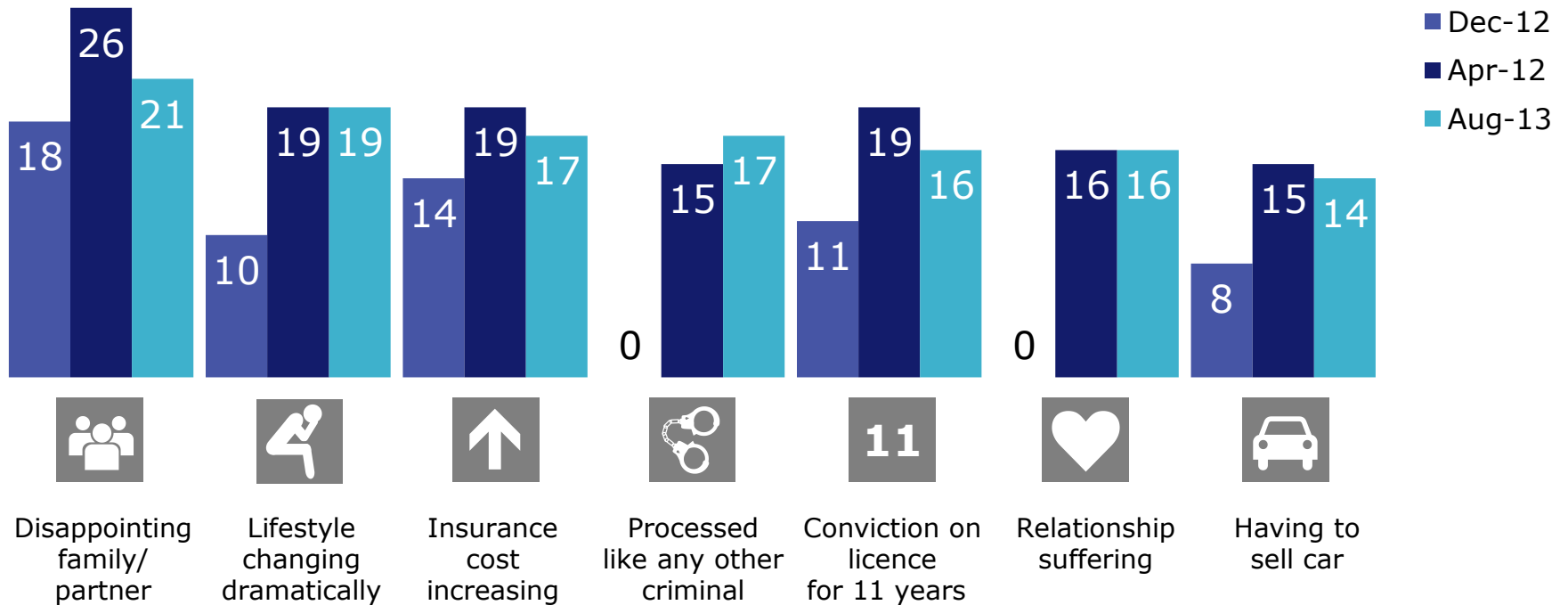
%



Q: When deciding whether to have another drink before driving which, if any, of the following would make you decide against this?  
Base: Young male drivers 18-29 who drink alcohol

# While the more personal consequences are less of a deterrent

%



Q: When deciding whether to have another drink before driving which, if any, of the following would make you decide against this?  
Base: Young male drivers 18-29 who drink alcohol

# 7

## Insight and Recommendations



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# Insight and recommendations



## Research insights

---

Very good prompted recognition of campaign elements (Employment poster creative less so)

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Poster ad messaging less strong than previous

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Main message cuts through stronger for latest radio ads than previous radio ads

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Although not cutting through as top of mind consequences, those mentioned in the ads do come through at higher levels on prompting

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No evidence that change of timing for campaign has made a difference

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## Recommendations

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Re examine Employment creative – is it content or visual?

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Consider if creative is optimised for the setting

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Continue to use – to be built on with repeat exposure

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Repeated exposure should make these more salient

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Check against Summer KSIs

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# Base sizes

Base	Young male drivers aged 17-29	Young male drivers 17-29 who drink alcohol and 17 year old motorists	All young male drivers aged 18-29 who drink alcohol
Jul-07	122	93	
Sep-07	78	64	
Jan-08	96	89	
Jul-08	95	81	
Jan-09	91	72	
Jul-09	116	93	
Jan-10	79	62	
Jan-11	91	68	89
Jan-12	81	72	79
Dec-12	207	165	203
Apr-13	191	142	191
Aug-13	242	192	187