



Buzzed Driving Prevention

Campaign Sponsor: National Highway Traffic Safety Administration

Volunteer Advertising Agency: Cog NYC

BACKGROUND:

In the past, anti-drunk driving messages have been ineffective in changing the behavior of many people. Drunk driving kills someone in America every 53 minutes, representing approximately 31% of all traffic fatalities.

Research shows that many people think anti-drunk messages are targeted at overtly drunk drivers, and not at them. Thus, when decision time came, they would consider themselves merely "buzzed" and get behind the wheel.

CAMPAIGN OBJECTIVE:

To inspire dialogue and recognition of the consequences and dangers of 'buzzed driving' and subsequently motivate people to stop driving "buzzed."

CAMPAIGN DESCRIPTION

The campaign has gone through several strategic changes since 2005. PSAs were first created to inspire recognition of the dangers of "buzzed" driving and to motivate people to stop driving buzzed.

The next installment expanded on this message, equating buzzed driving and drunk driving and demonstrating the devastating consequences that can occur.

The most recent work focuses on the financial consequences to driving buzzed specifically. The overall campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

TARGET AUDIENCE:

- Men ages 21-35
- People who drink and drive yet don't consider themselves to be drunk drivers.
- Well-meaning "average Joes" who don't mean any harm but continue to drink and drive.
- People who either feel invincible or just unrealistically optimistic about the control they have over their lives.



DID YOU KNOW:

- In 2014, 9,967 people were killed in alcohol-impaired-driving crashes.
- The rate of alcohol impairment among drivers involved in fatal crashes in 2014 was nearly 4 times higher at night than during the day (34% versus 9%).
- In 2014, 16 percent of all drivers involved in fatal crashes during the week were alcohol-impaired, compared to 29 percent on weekends.
- The proportion of drivers involved in fatal crashes with BACs of .08 or higher was 23 percent among males and 15 percent among females.