

Road Safety Commission WA **Drink Driving Full Campaign Evaluation 2016**

March 2016

Client Contacts:

Alisia Mumby

TNS Contacts:

Donna van Bueren

Liza Picton

Allison Grainger

Wendy Chow



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ROAD SAFETY COMMISSION

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Background and Methodology



Background and Methodology

The Road Safety Commission (RSC) launched two drink driving campaigns, 'Just Over' and 'Grow Up' in late-2015 to reduce the road toll on Western Australian roads caused by drink driving and raise awareness of the dangers and consequences of drink driving. The campaigns target Western Australians aged 17 and over, particularly young males aged between 17 and 39 years old. These drivers are more likely to be involved in road accidents and engage in risky driving behaviours.

Overall drink driving campaign objectives:

- Increase awareness of the risks and consequences associated with drink driving;
- Increase the level of community understanding of the links between drink driving and the potential crash risks;
- To increase support for WA police strategies & activities in reducing drink driving on Western Australian roads and remind drivers they will get caught if they drink drive.

A quantitative study was conducted in February 2016 after the most recent campaign activities took place on television, outdoor, cinema and online.

The aim of the research was to measure awareness and effectiveness of the campaign executions and assess their impact on knowledge, attitudes and behaviour of the target audience.

This report delivers the findings from the 'Just Over' and 'Grow Up' campaign evaluation conducted in February 2016 and compares selected findings to the 'You Deserve It' campaign evaluation conducted in July 2015.

Western Australians aged 17+ years old

How	15 min online survey
When	February 1 to February 16, 2016
Where from	ThinkField online panel
Incentive	\$500 prize draw
Response	462 interviews
Weighted by	Age by Gender, Location

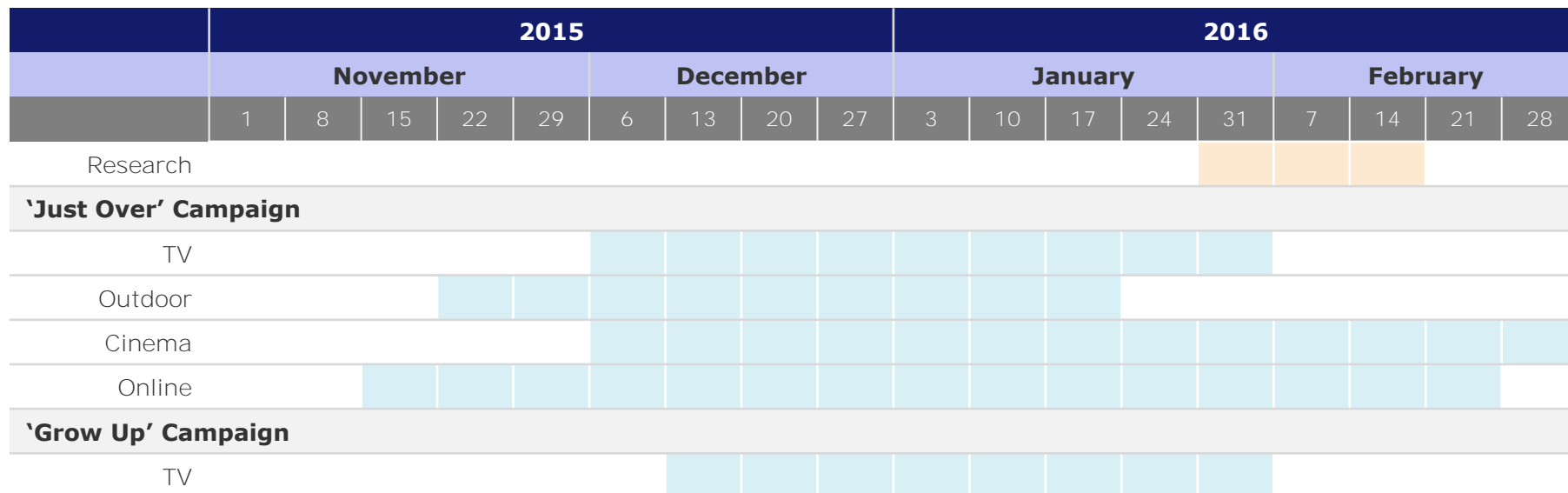
- Throughout this report, the green circles indicates a significantly higher score and the red circles indicates a significantly lower score at 95% confidence level for the subgroup compared with the total sample.

Carried out in accordance with ISO 20252

Achieved sample was weighted to 2011 location and age by gender census data.

Dimension		Census %	Unwtd base	Wtd base	Dimension		Census %	UnWtd base	Wtd base
Metro Age & Gender	Male 17-19	9.82	28	45	Reg / Remote Age & Gender	Male 17-19	2.51	1	12
	Male 30-39	7.06	19	33		Male 30-39	2.15	4	10
	Male 40-49	7.10	25	33		Male 40-49	2.33	11	11
	Male 50-59	6.04	23	28		Male 50-59	2.10	16	10
	Male 60-69	4.52	22	21		Male 60-69	1.46	23	7
	Male 70 +	3.77	27	17		Male 70 +	1.06	7	5
	Female 17-19	9.40	25	43		Female 17-19	2.16	8	10
	Female 30-39	7.10	23	33		Female 30-39	1.94	18	9
	Female 40-49	7.30	38	34		Female 40-49	2.05	19	9
	Female 50-59	6.33	29	29		Female 50-59	1.86	18	9
	Female 60-69	4.61	30	21		Female 60-69	1.28	24	6
Female 70 +	4.88	13	23	Female 70 +	1.15	11	5		
Subtotal		100	302	360			100	160	102
Total							100	462	462

Research took place in February 2016 after the first burst of media activity for both *Just Over* and *Grow Up* campaigns.



The *Just Over* and *Grow Up* campaigns were aired on metro and regional television and cinema, appeared online and out of home. These media channels were selected to ensure all drivers have the opportunity to see or hear the messaging.

First burst of campaign activity took place between mid-November 2015 and February 2016. The second burst will run between May 2016 and July 2016. These timings aim to target lighter drinking occasions instead of heavy drinking occasions, e.g. at Christmas parties, new years eve. This is because there is a need for consistent presence.

Media Rationale for *Just Over* and *Grow Up*



Television

- Both *Just Over* and *Grow Up* video ads were shown in metro and regional areas.
- The video ads were shown during comedy and sporting programs because the primary target audience were more likely to consume the genres.
- During heavier seasonal bursts, the video ads were aired during high rating general programs such as news, reality and drama. This aimed to reach a broader audience.



Outdoor

- *Just Over* outdoor ads appeared on taxis and bus backs in metro areas, and digital screens in regional areas.
- The campaign appeared out of home to reach drivers whilst driving to remind them to not drink and drive.
- There were no outdoor executions for the *Grow Up* campaign.



Cinema

- *Just Over* and *Grow Up* video ads appeared in regional and metro cinemas. Both campaigns ran in the same ad break to increase the number of impressions.
- Regional target audiences are heavy consumers of cinema. Thereby making this a core media channel for this group.



Online

- It is believed that online media consumption habits amongst younger males in regional and metro areas are higher compared with the general population. Thereby making digital one of the core channels.
- Video pre-rolls were shown across a number of websites and mobile apps such as Facebook, Twitter, Spotify, Pandora, Guvera, Tumblr, Reddit, YouTube.
- Both campaigns appeared online.

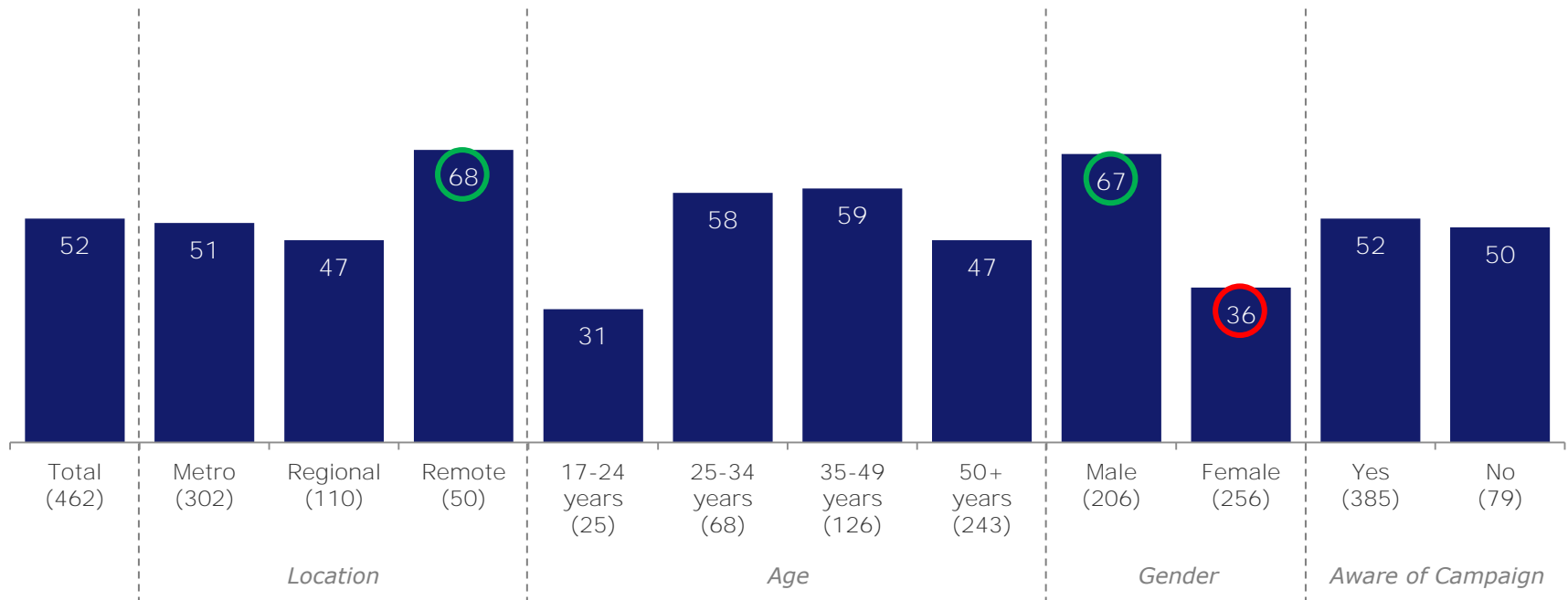
2

Attitudes and Behaviour



52% admit to ever driving near or over the legal BAL. The proportion of those who have engaged in such risky driving behaviour is significantly higher amongst males and those living in remote areas.

% Driven near / over blood alcohol limit



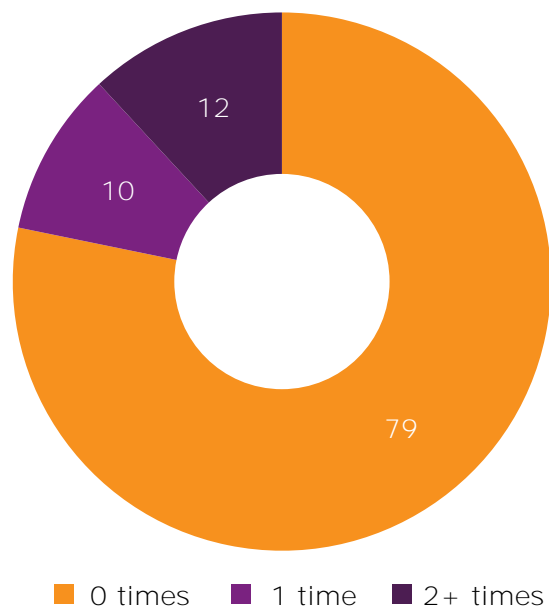
SOURCE: A4. Have you ever driven when you believed yourself to be near or over the legal blood alcohol limit?, A5. In the last 3 months, how many times have you driven when you believed yourself to be over the legal blood alcohol limit or very near to it?

BASE: Drinker n= 383



Of those who have ever driven near or over the legal BAL, 8 in 10 have not got behind the wheel over the limit in the last 3 months. Whilst the remaining 20% have done so at least once.

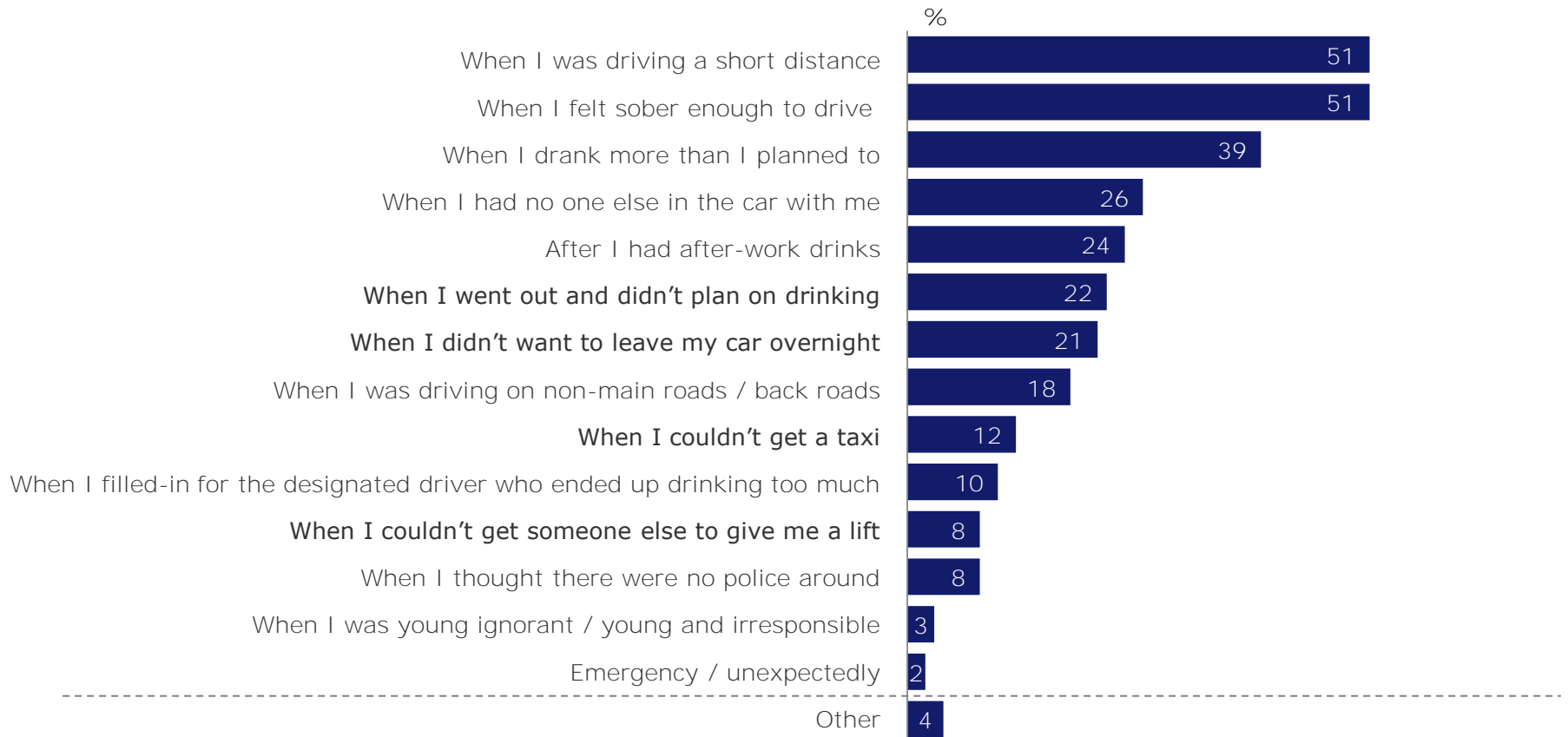
% Driven near / over blood alcohol limit in the last 3 months



SOURCE: A5. In the last 3 months, how many times have you driven when you believed yourself to be over the legal blood alcohol limit or very near to it?

BASE: Drinker **with drivers'** license n=381

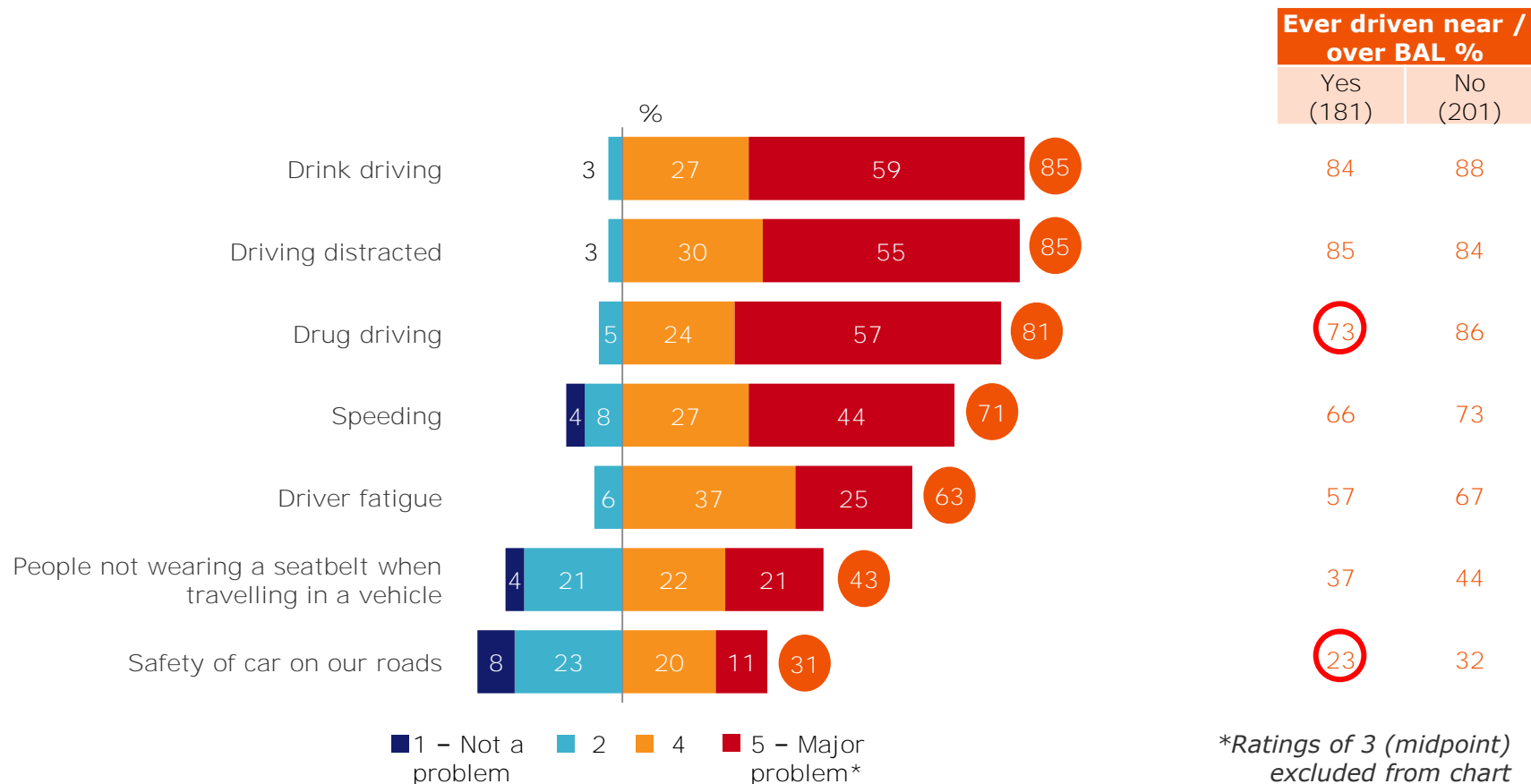
Driving short distances and 'feeling sober' were the top reasons respondents gave for drink driving.



SOURCE: A6. In which of the following situations have you driven when you were near or over the blood alcohol limit?

BASE: Drinker believed to have driven near or over the legal blood alcohol limit n=181

More than 8 in 10 respondents believe being distracted whilst driving and driving under the influence of alcohol or drugs are problematic on WA roads. Those who have ever driven near or over the BAL are less likely to think drug driving and safer vehicles are an issue.



SOURCE: A2. In your opinion, how big a problem, if at all, are each of the following on WA roads.

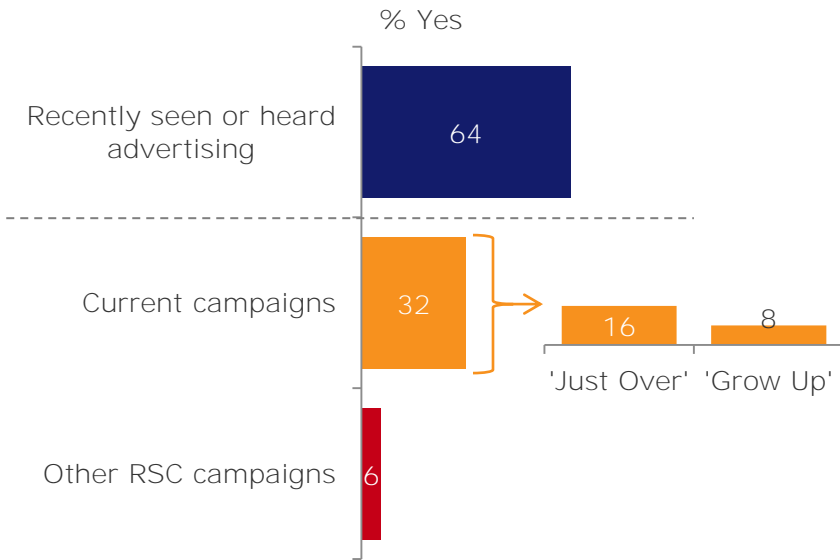
BASE: All respondents excluding don't know n=452-462

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Overall Campaign Awareness



Nearly two thirds of respondents indicated they had recently seen or heard advertising about drink driving, with one third able to specifically mention *Just Over* and / or *Grow Up* campaigns.



Current campaigns

'Just Over' – Man blowing into breathalyser, only a bit worried / nervous, bloody idiot / just over you should 'catch a cab' 16%

'Grow up' - Man drinking in bar. Then crosses to children making up excuses why they should drive after drinking 8%

You bloody idiot / drink and drive you bloody idiot 8%

Drink and drive, and you will get caught 3%

You cannot avoid police / booze buses / RBTs for drink driving 2%

Other RSC campaigns

'You Deserve It' - Drink Driving 4%

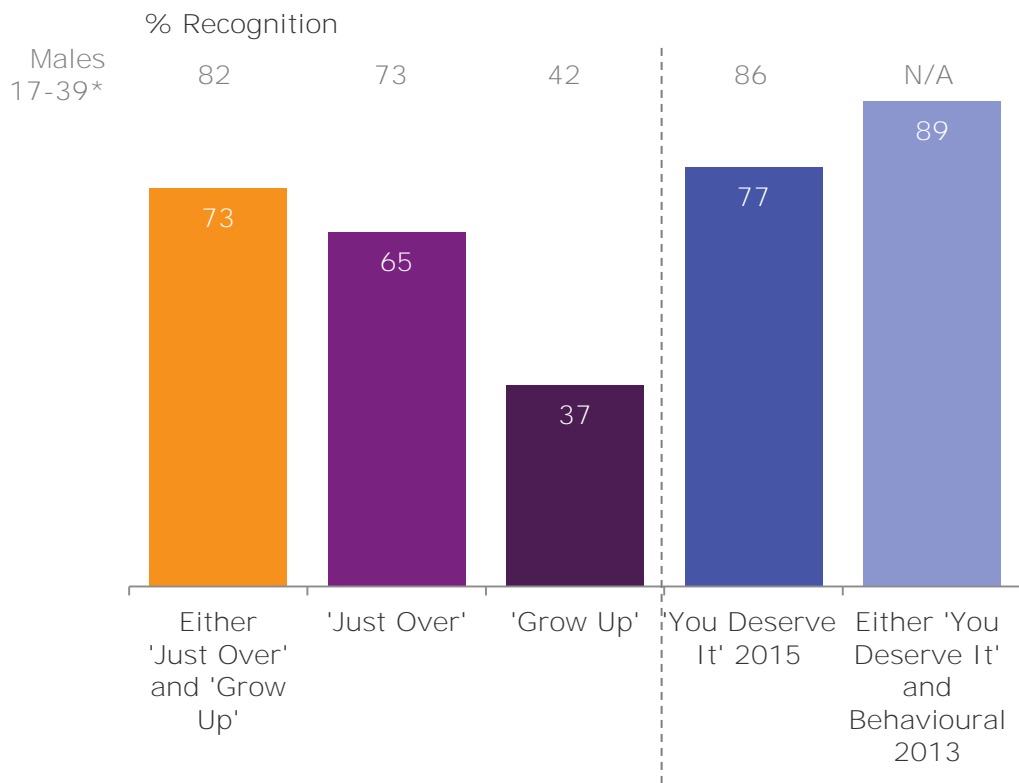
'Post-it Notes' – Speeding 1%

'Enjoy the Ride' – Speeding 1%

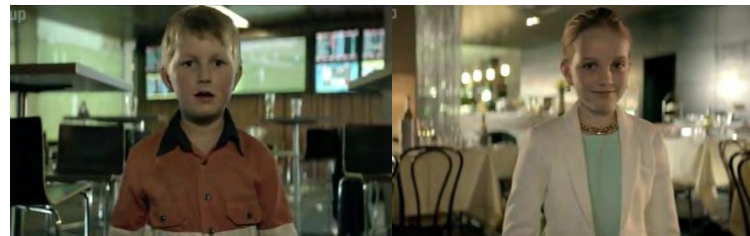
SOURCE: B1. Have you recently seen or heard any advertising about drink driving?, B2. Please describe in as much detail as possible the ad(s) you remember seeing or hearing

BASE: All respondents n=462

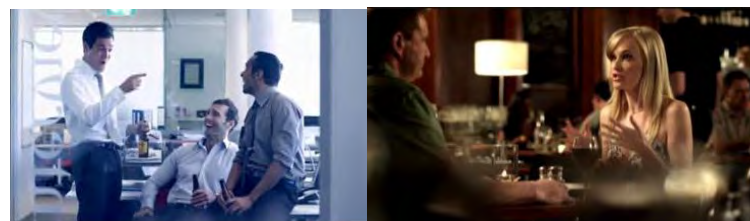
Around three quarters of respondents recognised either *Just Over* or *Grow Up* campaigns. When compared with the *You Deserve It* campaign, recognition is lower. This is not surprising, given that *You Deserve It* has been out in the market of the individual campaigns since 2011.



Just Over



Grow Up



You Deserve It

SOURCE: B3a1. Have you seen this TV ad before today?, B3a2. In which of the following places have you seen this TV ad?, B4a. Have you seen this ad on any billboards or signs along the road before today?, B5a. Have you seen this ad on any buses or taxi's before today?, B3b1. Have you seen this TV ad before today?

BASE: All respondents n=462, Males 17-39 n=52 *No data for either 'You Deserve It' and Enforcement in 2013 for Males to 17-39

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Campaign Diagnostics:
Just Over



Summary

65% of respondents **recognise** the *Just Over* campaign when prompted... with this level of reach in the **top 5 most cost efficient** when compared with 32 other State Government advertising campaigns.

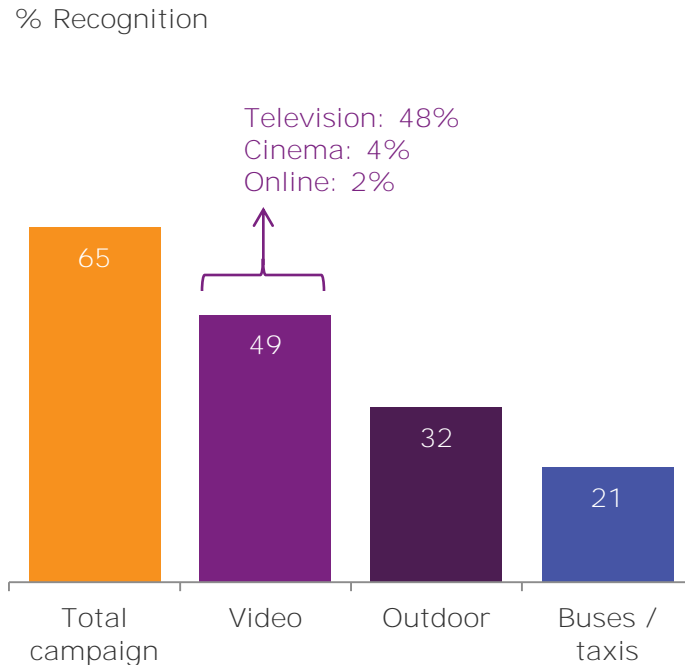
Understanding of the campaign was very good. Campaign **message takeout** was consistent with the campaign's intended communications.

Aside from being understandable, ad was rated highly for **believability, clarity** and **raising the importance of not drink driving.**

Two thirds of respondents thought the campaign was **effective** in deterring people from drink driving.

As a result of seeing the *Just Over* campaign, 1 in 2 respondents indicated they are **less likely to drive near or over the legal BAL.**

One in two respondents recalled seeing the *Just Over* video ad, making this the dominant media type. TV was the channel with the highest recognition, followed by cinema and online. One third of respondents recalled seeing an outdoor ad and 1 in 5 recalled seeing ads on vehicles.



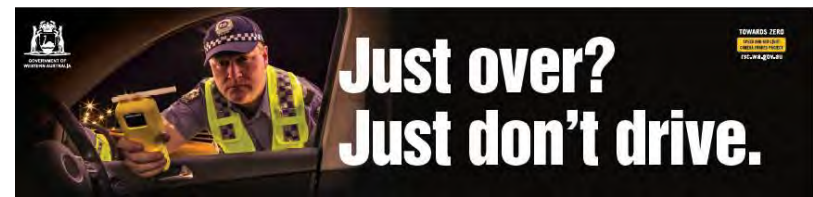
TV



Bus back



Taxi

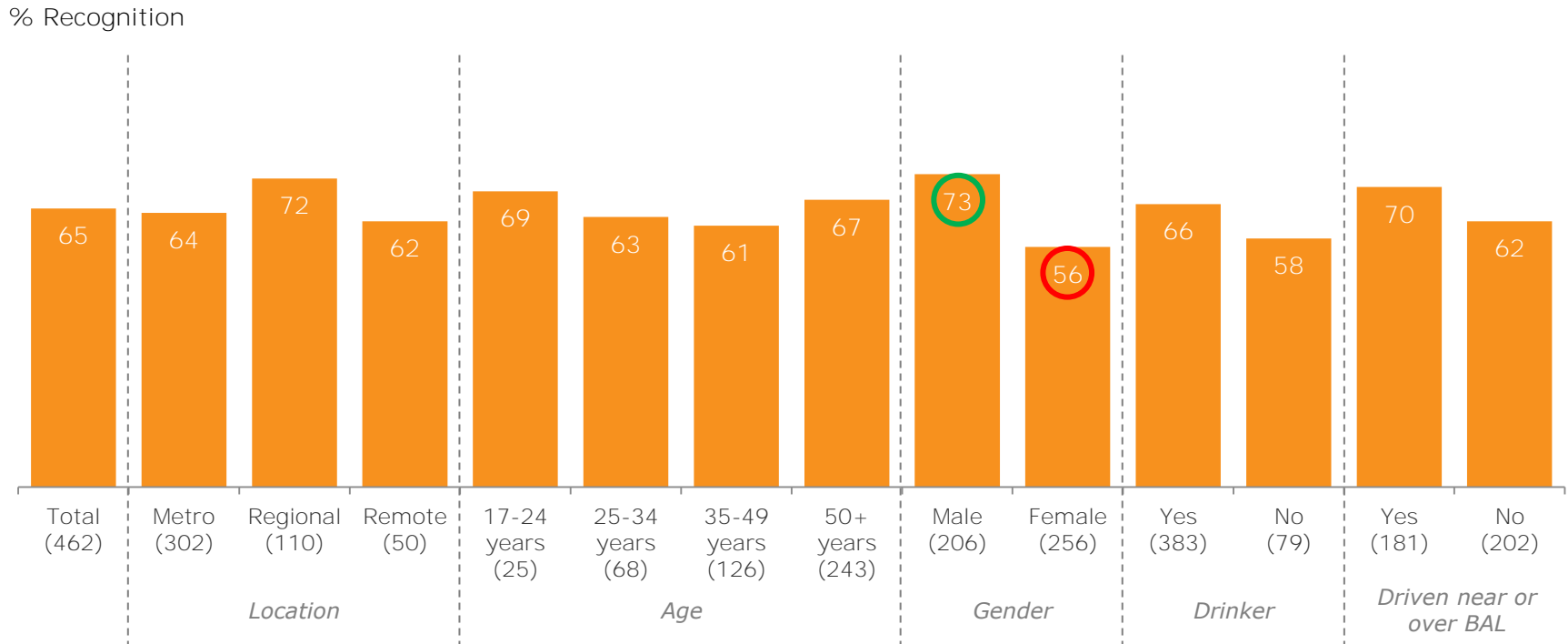


Outdoor

SOURCE: B3a1. Have you seen this TV ad before today?, B3a2. In which of the following places have you seen this TV ad?, B4a. Have you seen this ad on any billboards or signs along the road before today?, B5a. Have you seen this ad on any buses or taxi's before today?

BASE: All respondents n=462

Overall, two thirds of respondents recognised at least one element of the **Just Over** campaign, with recall significantly higher among males than females.



SOURCE: B3a1. Have you seen this TV ad before today?, B4a. Have you seen this ad on any billboards or signs along the road before today?, B5a. Have you seen this ad on any buses or taxi's before today?

BASE: All respondents n=462

Along with being the most recognised, the TV ads were also the most cost-efficient of the media in relation to their share of the overall spend.

	Overall campaign	TV	Outdoor*	Online
Ad spend	\$375,929	\$136,249	\$217,180	\$22,500
Reach	65%	48%	38%	2%
Net target reach (Total target x reach)	1,126k	832k	658k	35k
Cost per person reached (spend/reach)	\$0.33	\$0.16	\$0.33	\$0.65

SOURCE: B3a1. Have you seen this TV ad before today?, B4a. Have you seen this ad on any billboards or signs along the road before today?, B5a. Have you seen this ad on any buses or taxi's before today? *Combined taxis / buses and outdoor.

Compared with other State Government campaigns, *Just Over* was ranked as one of the top 5 campaigns for its efficiency in terms of cost per reach.

Campaign	Year	Media spend	Reach	Cost per person reached
Vignettes (combined Speed & Cycling) ²	2015	\$144,124	45%	\$0.18
Drink Driving Behaviour - Grow Up	2016	\$135,029	37%	\$0.21
Ad 1	2013	\$301,000	54%	\$0.32
Motorcycling Safety - Ride to Live	2015	\$186,601	33%	\$0.33
Drink Driving Enforcement - Just Over	2016	\$375,929	65%	\$0.33
Speeding Enforcement - Post-it Notes	2015	\$471,796	77%	\$0.35
Drink Driving Enforcement - You Deserve It	2015	\$519,770	77%	\$0.39
Ad 2	2012	\$287,000	71%	\$0.40
Vignettes (combined Speed & Cycling) ³	2015	\$328,703	45%	\$0.42
Drink Driving Behaviour	2013	\$703,103	93%	\$0.44
Cyclist Safety ¹ - Share Our Roads	2015	\$175,204	23%	\$0.44
Ad 3	2008	\$82,000	60%	\$0.45
Speeding Behaviour - Enjoy the Ride	2015	\$531,113	67%	\$0.46
Speeding Enforcement - Post-it Notes	2013	\$664,180	77%	\$0.50
Driver Distractions - You Can Live Without It	2015	\$490,489	55%	\$0.51
Ad 4	2014	\$206,500	28%	\$0.52
Drink Driving Enforcement - You Deserve It	2013	\$924,932	89%	\$0.60
Restraints - Sashes	2015	\$162,575	66%	\$0.64
Ad 16	2015	\$367,555	44%	\$0.66
Ad 5	2014	\$508,000	53%	\$0.72
Ad 6	2012	\$119,000	45%	\$0.73
Ad 7	2014	\$159,000	43%	\$0.76
Safer Vehicles - Consult the Stars	2015	\$218,177	16%	\$0.79
Ad 8	2014	\$145,000	51%	\$0.79
Ad 9	2010	\$142,000	52%	\$0.90
Ad 10	2009	\$138,000	48%	\$0.95
Speeding Behaviour - Enjoy the Ride	2013	\$1,267,378	72%	\$1.02
Ad 11	2012	\$233,000	41%	\$1.17
Ad 12	2011	\$236,000	41%	\$1.18
Ad 13	2012	\$139,000	28%	\$1.38
Safer Vehicles - Consult the Stars	2013	\$410,676	77%	\$1.39
Ad 14	2011	\$135,000	26%	\$1.44
Ad 15	2012	\$180,000	34%	\$1.54
Restraints - Sashes	2013	\$575,349	87%	\$1.73

¹Spend for print & online only

²Actual spend by ORS

³Market value of activity



The campaign was effective in its communication objectives, with the top two messages recalled from the ad around “not to drink drive even though it’s just over the BAL limit”. The other frequently mentioned messages primarily relate to the consequences associated with drink driving.



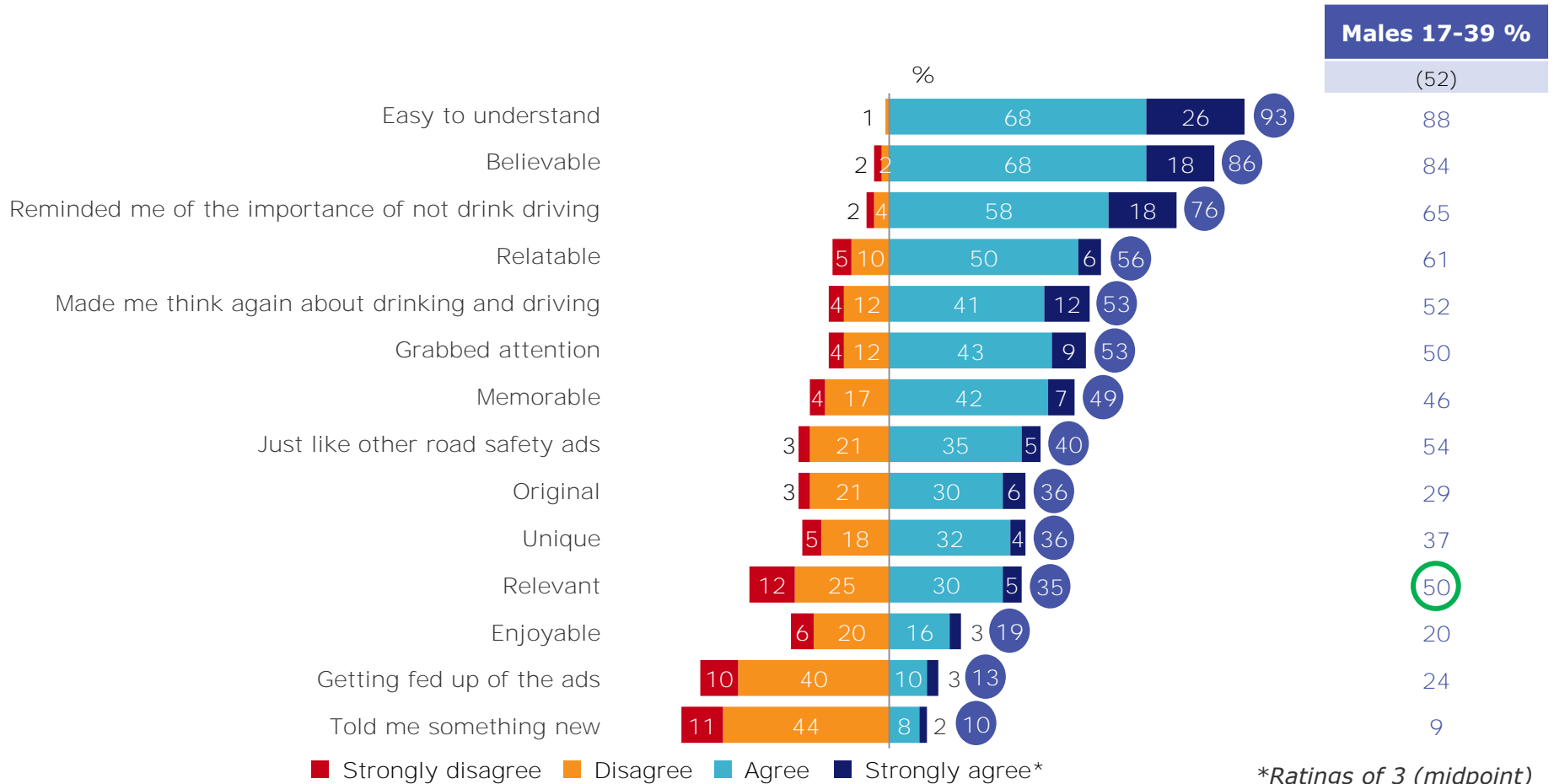
**Top 10 mentions*

SOURCE: B6a. What are the main messages these ads are trying to tell you?

BASE: All respondents n=462, Males 17-39 n=52



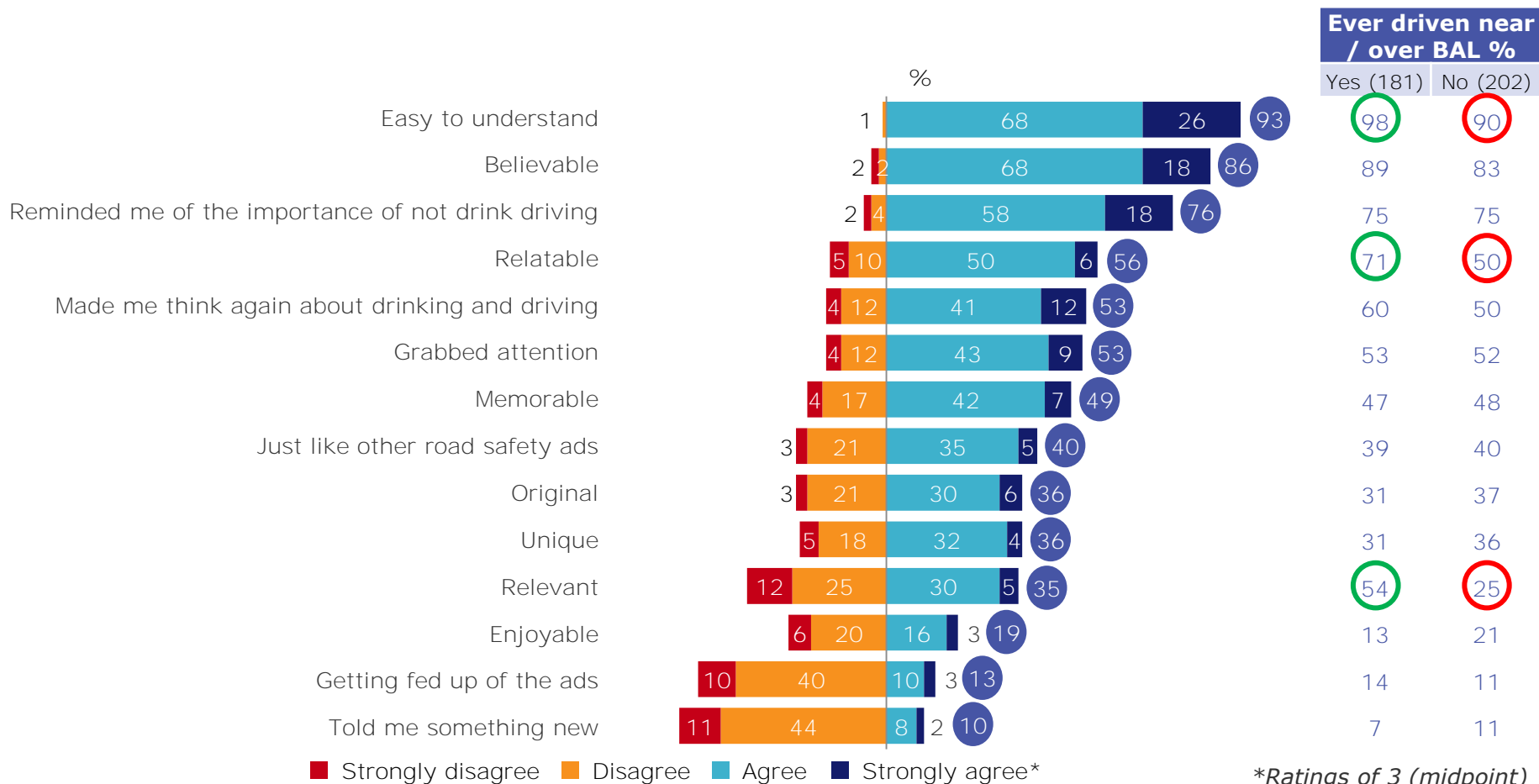
The ad was rated highly for believability, clarity and raising the importance of not drink driving.



SOURCE: B7a. What extent do you agree or disagree with the following statements?
 BASE: All respondents n=458-462, Males 17-39 n=52



Importantly those who admit to driving near or over the BAL are more likely to feel the campaign is **relatable** and **relevant** to them, compared with respondents who claim to have never driven on / over the limit.



SOURCE: B7a. What extent do you agree or disagree with the following statements?

BASE: All respondents n=458-462

*Ratings of 3 (midpoint) excluded from chart



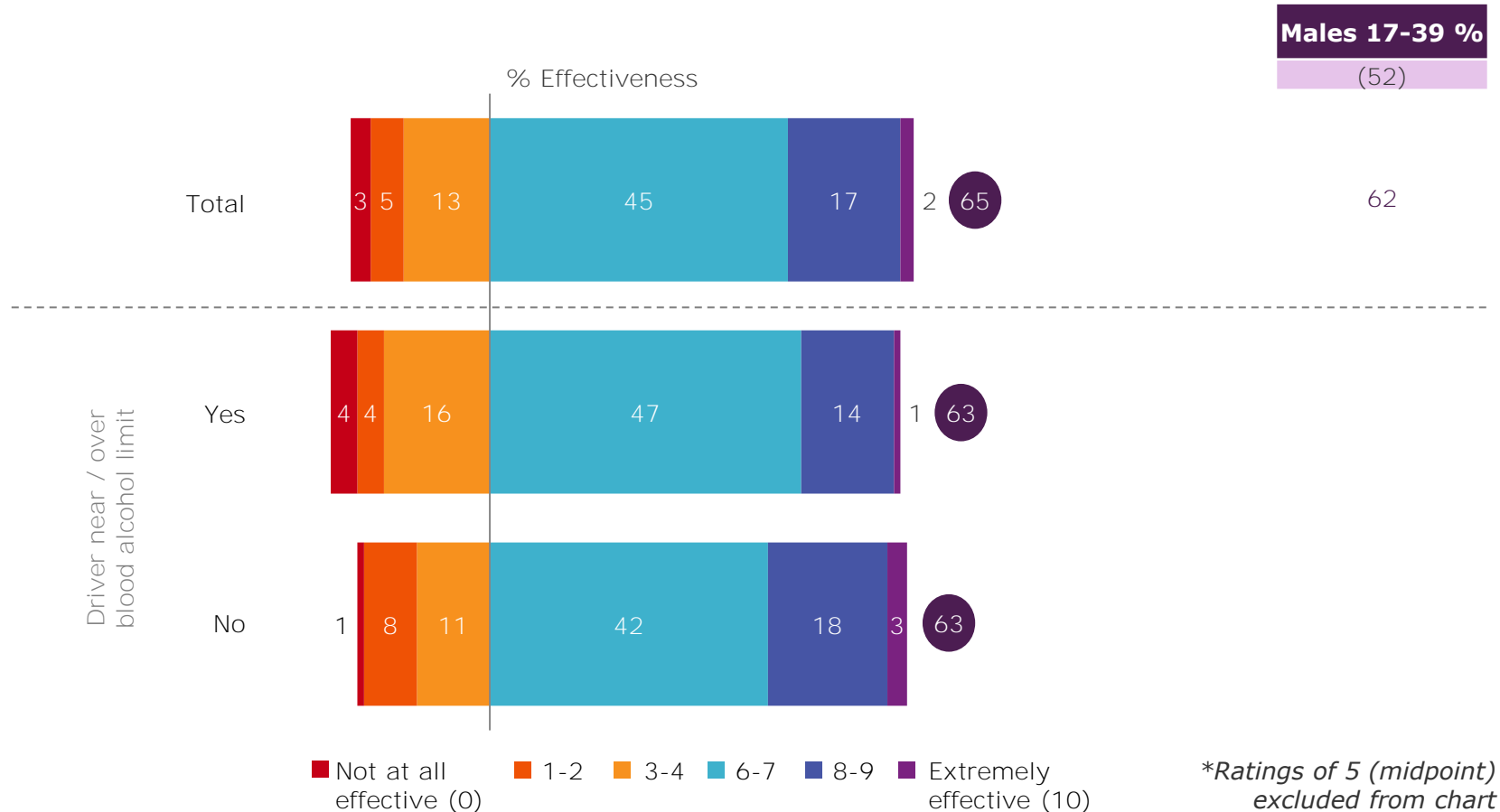
Around 1 in 10 respondents indicated they were getting fed up of being exposed to the *Just Over* campaign. Compared with other RSC campaigns that ran between 2013 and 2016, this score is middle of the range.

Campaigns	Year	Wear-out
Motorcycling Safety - Ride to Live	2015	6
Vignettes (combined Speed & Cycling)	2015	7
Driver Distractions - You Can Live Without It	2015	7
Safer Vehicles - Consult the Stars	2015	10
Speeding Behaviour - Enjoy the Ride	2015	11
Speeding Enforcement - Post-it Notes	2013	12
Speeding Behaviour - Enjoy the Ride	2013	12
Drink Driving Behaviour - Grow Up	2016	12
Drink Driving Enforcement - Just Over	2016	13
Restraints - Sashes	2013	13
Vignettes	2015	15
Drink Driving Enforcement - You Deserve It	2013	15
Restraints - Sashes	2015	15
Drink Driving Behaviour	2013	18
Drink Driving Enforcement - You Deserve It	2015	20
Safer Vehicles – ESC	2013	22

SOURCE: B7a. What extent do you agree or disagree with the following statements... [Getting fed up of the ads]?

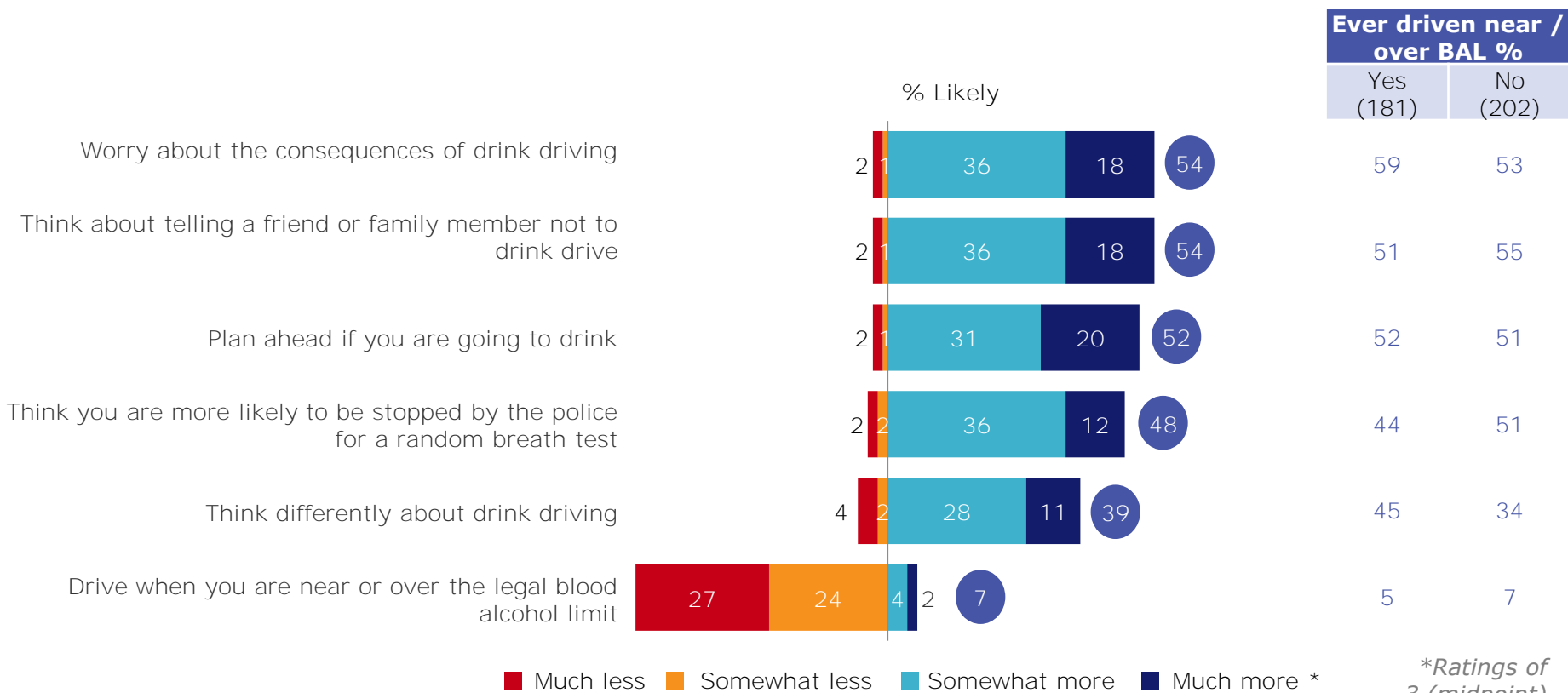
BASE: All respondents *Wear-out % is measured as nett: 4-5 (Tend to agree-Strongly agree)

Around two thirds of respondents believe the campaign is effective in deterring people from to drink driving, but only a small minority thought the campaign was 'extremely effective'.



SOURCE: B8a. How effective do you think the ad you have just seen is in discouraging people from drink driving?
 BASE: All respondents n=462

As a result of being exposed to the campaign, around half of respondents are more likely to consider the consequences of drink driving, plan ahead and remind a friend or family member not to drink drive...

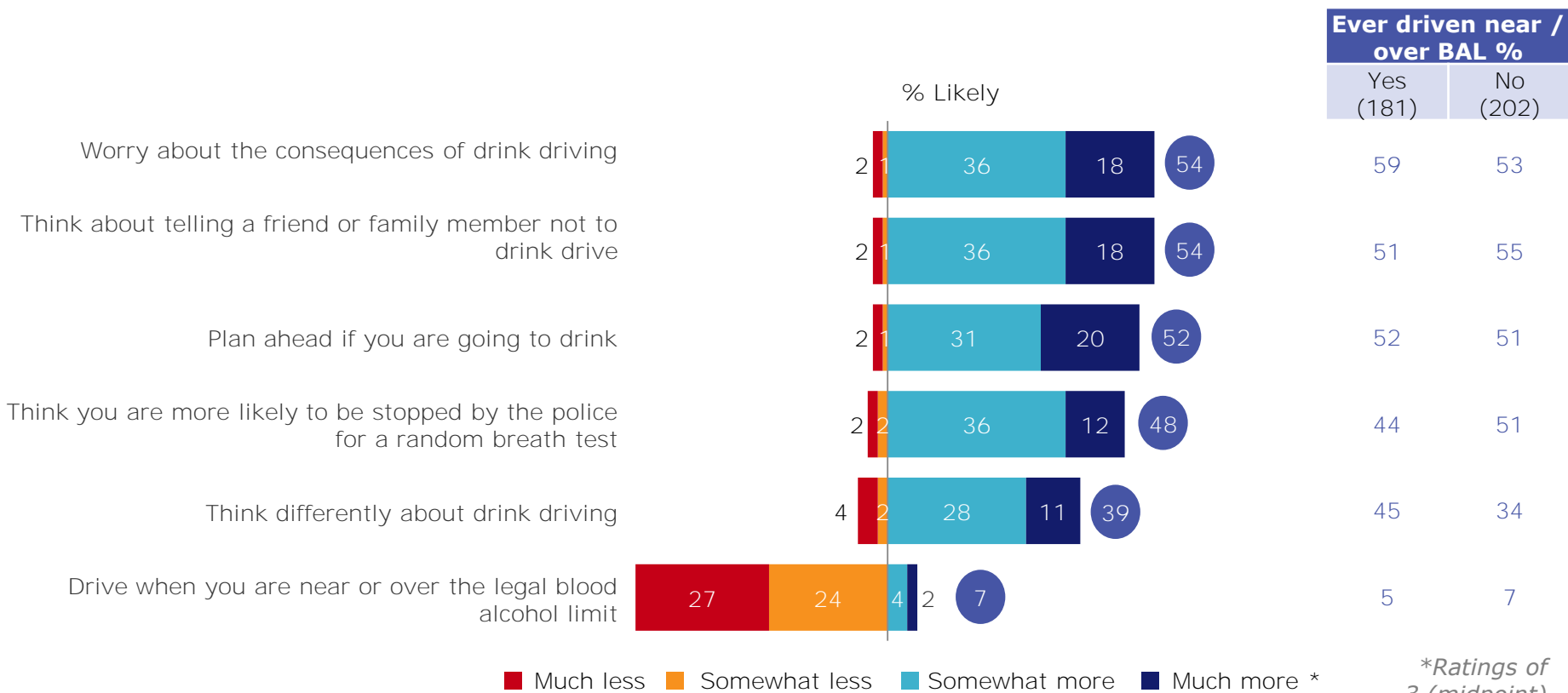


SOURCE: B9a. After seeing and hearing these ads, to what extent are you more likely to?

BASE: All respondents n=456-462



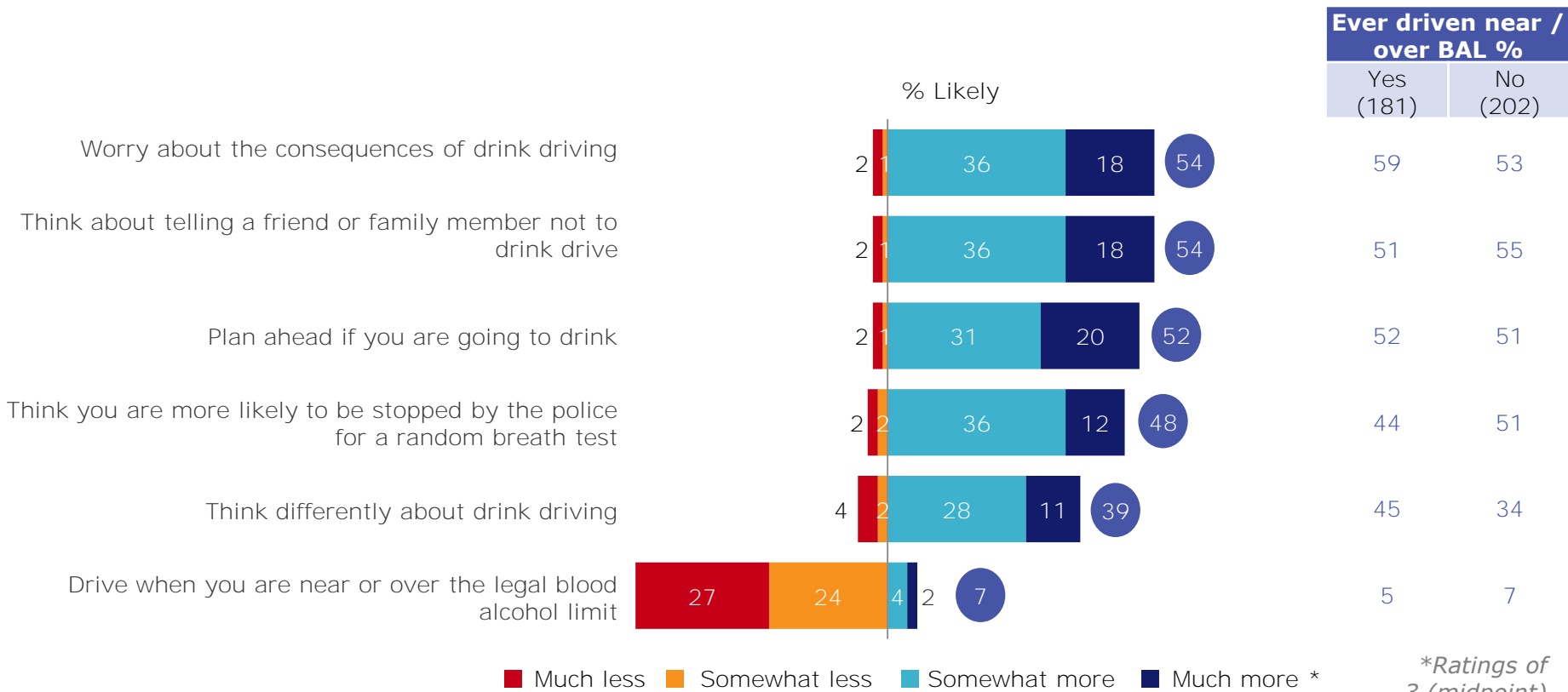
... Additionally, 1 in 2 are *less* likely to drive on or near the BAL limit as a result of seeing the ad.



SOURCE: B9a. After seeing and hearing these ads, to what extent are you more likely to?

BASE: All respondents n=456-462

... the ad is somewhat less effective in changing peoples' beliefs about drink driving. Though this is likely at least partially due to an established general understanding among most of the population that drink driving is a negative behaviour.

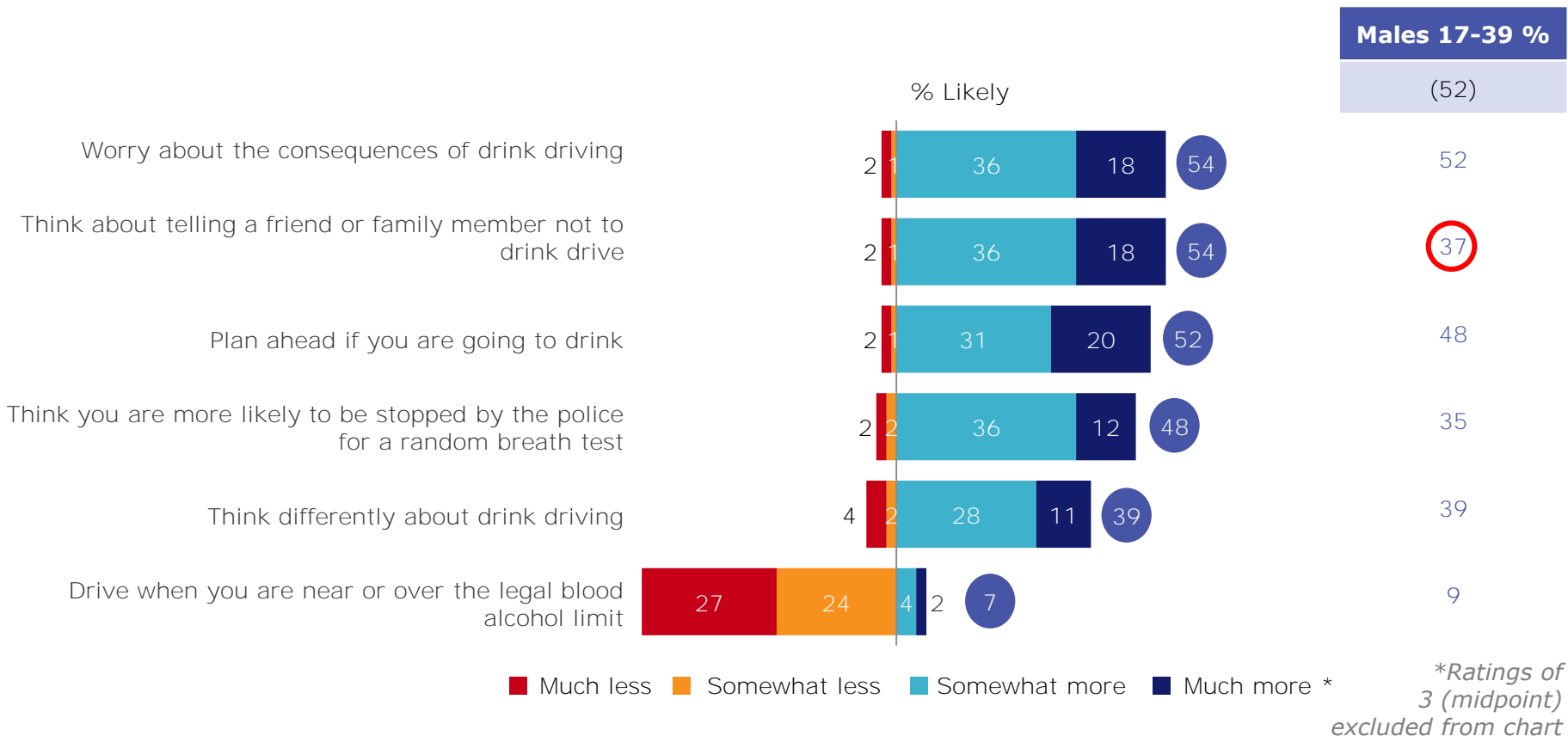


*Ratings of 3 (midpoint) excluded from chart

SOURCE: B9a. After seeing and hearing these ads, to what extent are you more likely to?

BASE: All respondents n=456-462

Compared with the general sample, intentions and beliefs around drink driving is lower amongst the primary target audience.



SOURCE: B9a. After seeing and hearing these ads, to what extent are you more likely to?
BASE: All respondents n=456-462

5

Campaign Diagnostics:
Grow Up



Summary

37% of respondents **recognise** the *Grow Up* campaign when prompted... with this level of reach the **2nd most cost efficient** when compared with 32 other State Government advertising campaigns.

Understanding of the campaign was very good. Campaign **message takeout** was consistent with the **campaign's** intended communications.

Relatability and **relevance** of the campaign was significantly higher amongst respondents who have ever driven near or on the BAL limit.

Two thirds of respondents thought the campaign was **effective** in deterring people from drink driving.

As a result of seeing the *Grow Up* campaign, more than half of participants claim to be likely to have **positive shifts** in their own drink-driving behaviours.

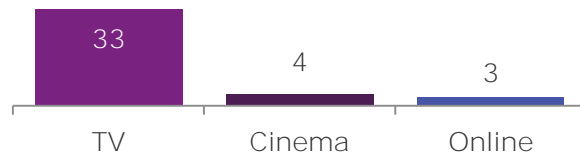
When prompted, around 4 in 10 respondents recognise the *Grow Up* video ad. Of those who recognised the ad, one third indicated they had seen the it on TV, 4% in the cinema and 3% online.



recognised the video ad...

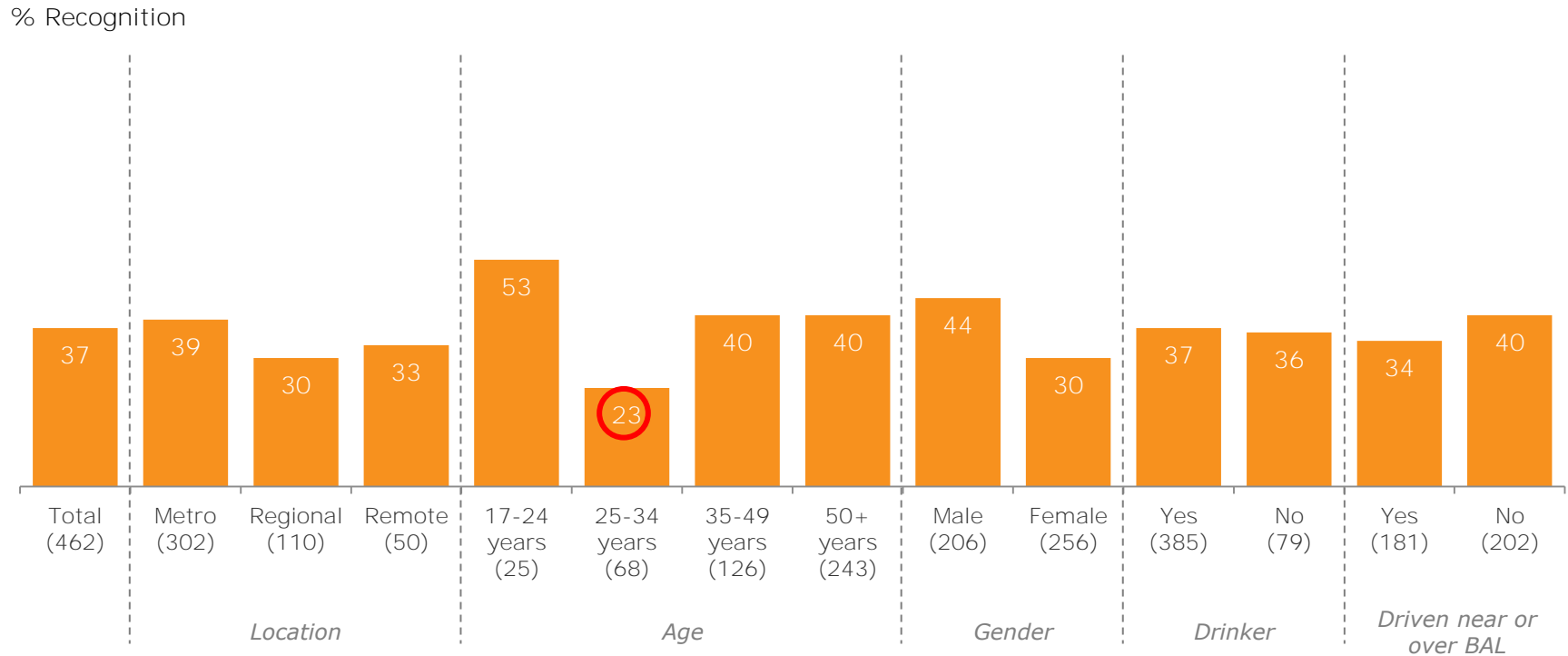
Where seen 30 sec TVC

%



SOURCE: B3b1. Have you seen this TV ad before today?, B3b2. Where have you seen this TV ad?
BASE: All respondents n=462

Recognition of the **Grow Up** campaign is significantly lower among 25-35 year olds, but 1 in 2 17-24 year olds have seen the ad.



SOURCE: B3b1. Have you seen this TV ad before today?
 BASE: All respondents n=462



TV ads were the most cost-efficient out of cinema and online, costing 10c for every person reached. Efficiency of online ads were slightly lower than TV at 38c per person reached, followed by cinema at 82c.

	Overall campaign	TV	Cinema	Online
Ad spend	\$135,029	\$58,500	\$56,529	\$20,000
Reach	37%	33%	4%	3%
Net target reach (Total target x reach)	641k	572k	69k	52k
Cost per person reached (spend/reach)	\$0.21	\$0.10	\$0.82	\$0.38

SOURCE: B3a1. Have you seen this TV ad before today?, B4a. Have you seen this ad on any billboards or signs along the road before today?, B5a. Have you seen this ad on any buses or taxi's before today? *Outdoor executions were not tested in this evaluation.

The **Grow Up** campaign was ranked the second best for its cost per reach when compared with 32 other State Government campaigns – a strong performance for a new campaign.

Campaign	Year	Media spend	Reach	Cost per person reached
Vignettes (combined Speed & Cycling) ²	2015	\$144,124	45%	\$0.18
Drink Driving Behaviour - Grow Up	2016	\$135,029	37%	\$0.21
Ad 1	2013	\$301,000	54%	\$0.32
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Drink Driving Behaviour	2013	\$703,103	93%	\$0.44
Cyclist Safety ¹ - Share Our Roads	2015	\$175,204	23%	\$0.44
Ad 3	2008	\$82,000	60%	\$0.45
Speeding Behaviour - Enjoy the Ride	2015	\$531,113	67%	\$0.46
Speeding Enforcement - Post-it Notes	2013	\$664,180	77%	\$0.50
Driver Distractions - You Can Live Without It	2015	\$490,489	55%	\$0.51
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¹Spend for print & online only

²Actual spend by ORS

³Market value of activity

The campaign is well understood by the target audience, with the messages recalled from the ads based around “not to drink drive because it’s immature” and “think about the risks associated with such behaviour”.

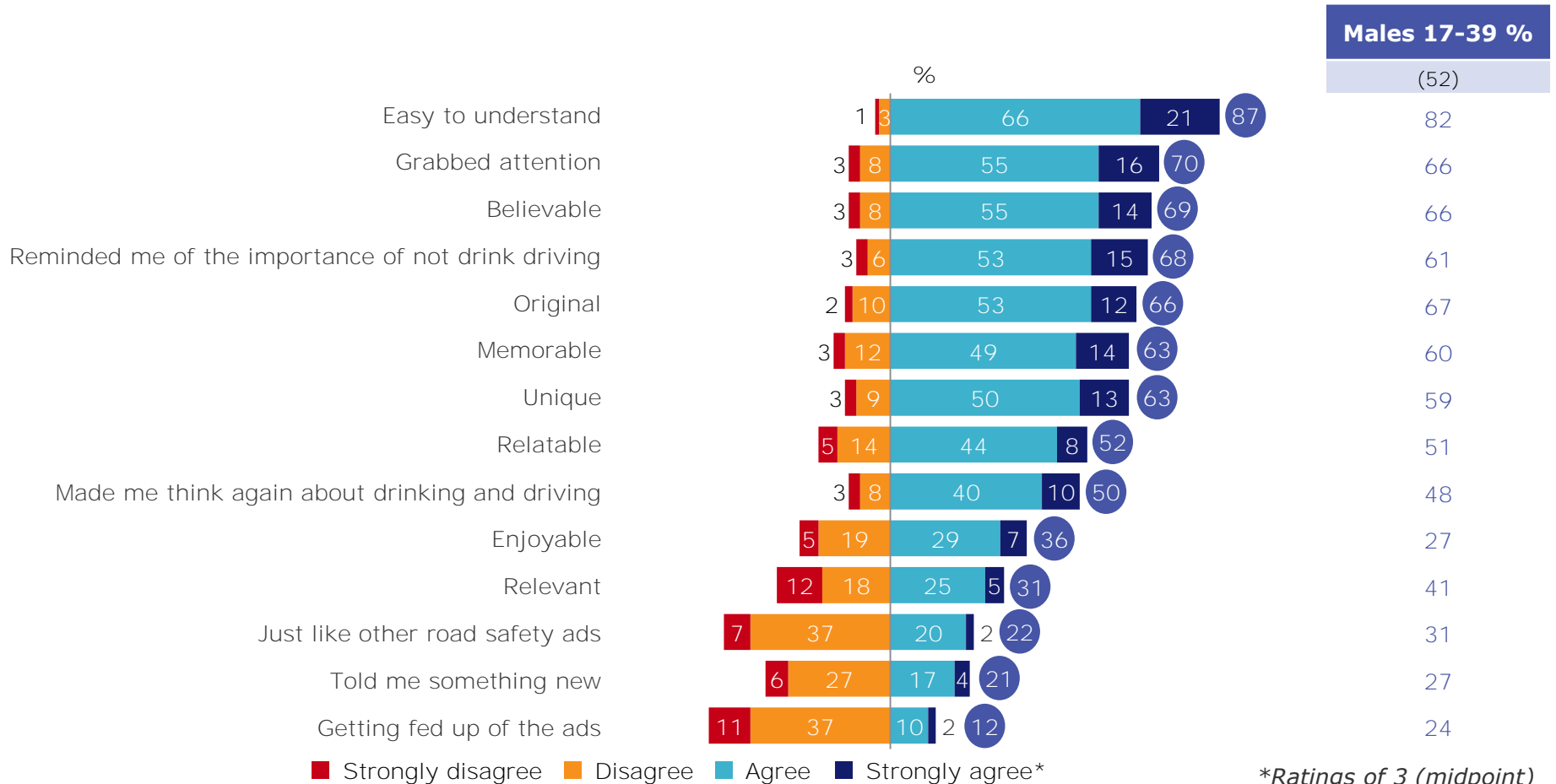


**4% or more mentions*

SOURCE: B6b. What are the main messages these ads are trying to tell you?

BASE: All respondents n=462

Among all respondents, the campaign is rated highly as understandable and showed little real signs of wear out.

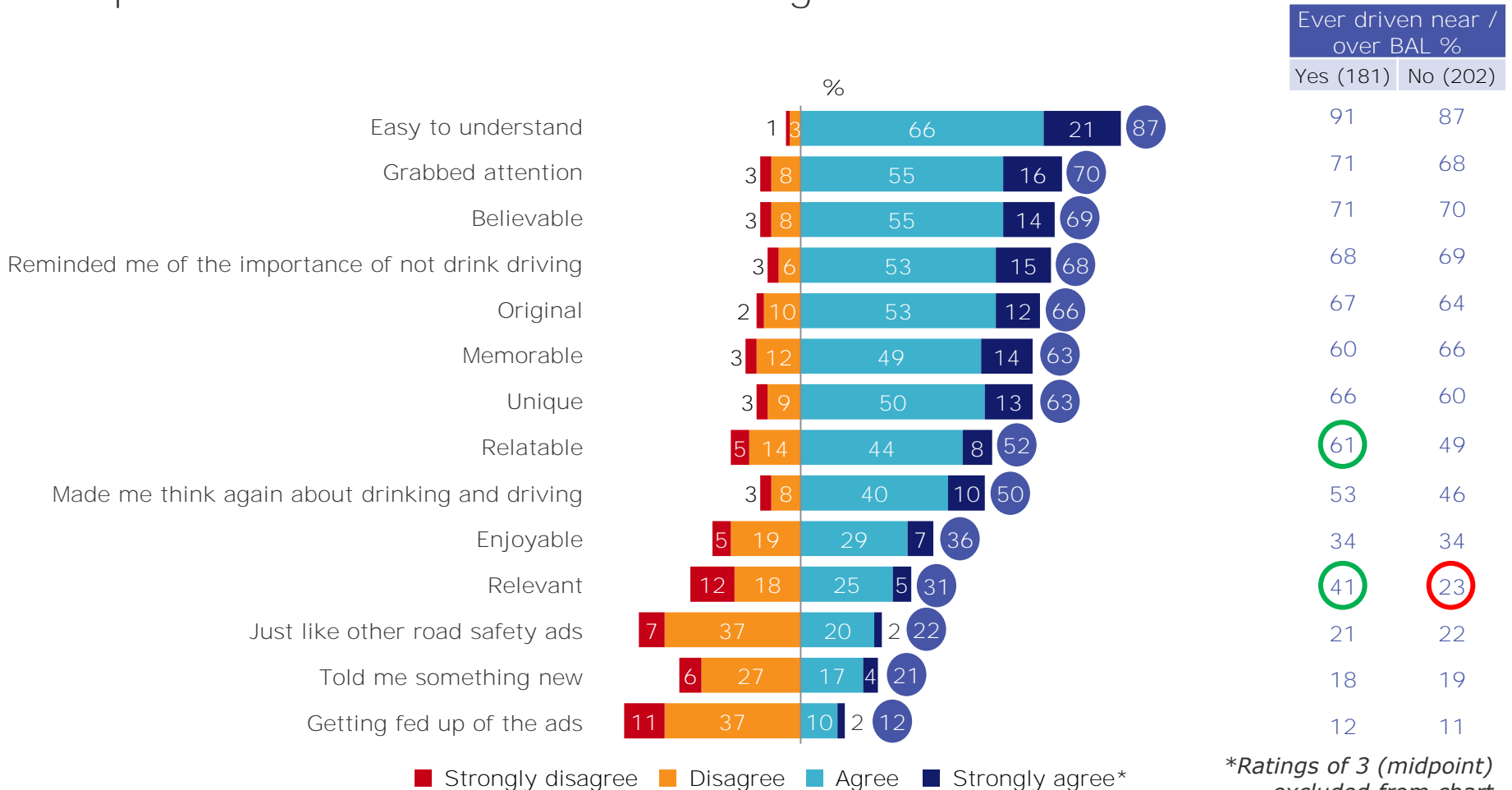


SOURCE: B7b. What extent do you agree or disagree with the following statements?
 BASE: All respondents n=459-462

*Ratings of 3 (midpoint) excluded from chart



Relevance and relatability of the campaign is significantly higher amongst respondents who admit to have ever driver near or over the BAL compared with those who have never gone over the limit.



SOURCE: B7b. What extent do you agree or disagree with the following statements?

BASE: All respondents n=459-462



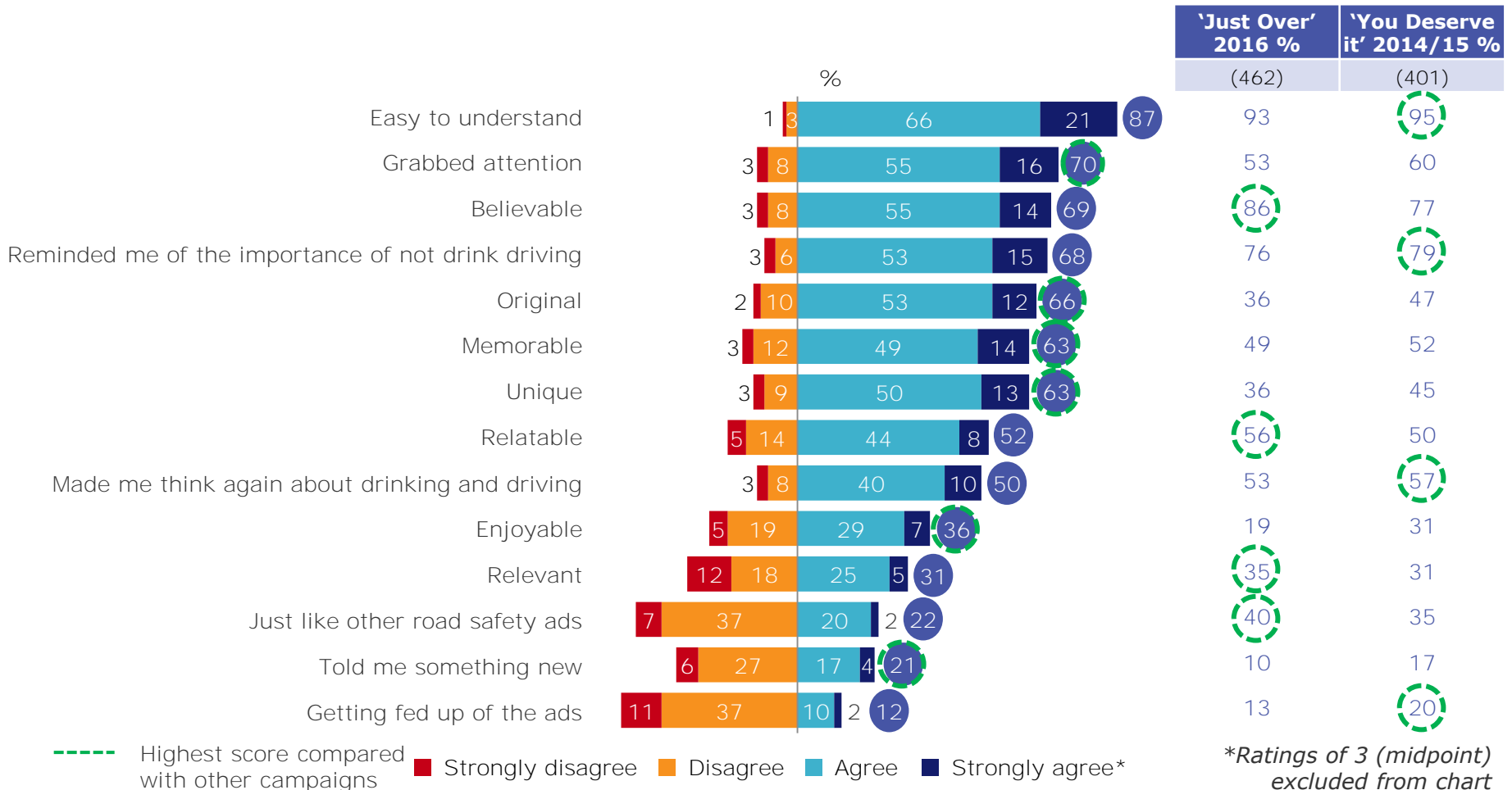
Drink Driving Full Campaign Evaluation 2016

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Compared to 2015's *You Deserve It* and *Just Over, Grow Up* shows higher ratings of attention, originality, memorability, uniqueness.



SOURCE: B7b. What extent do you agree or disagree with the following statements?

BASE: All respondents n=459-462

Drink Driving Full Campaign Evaluation 2016



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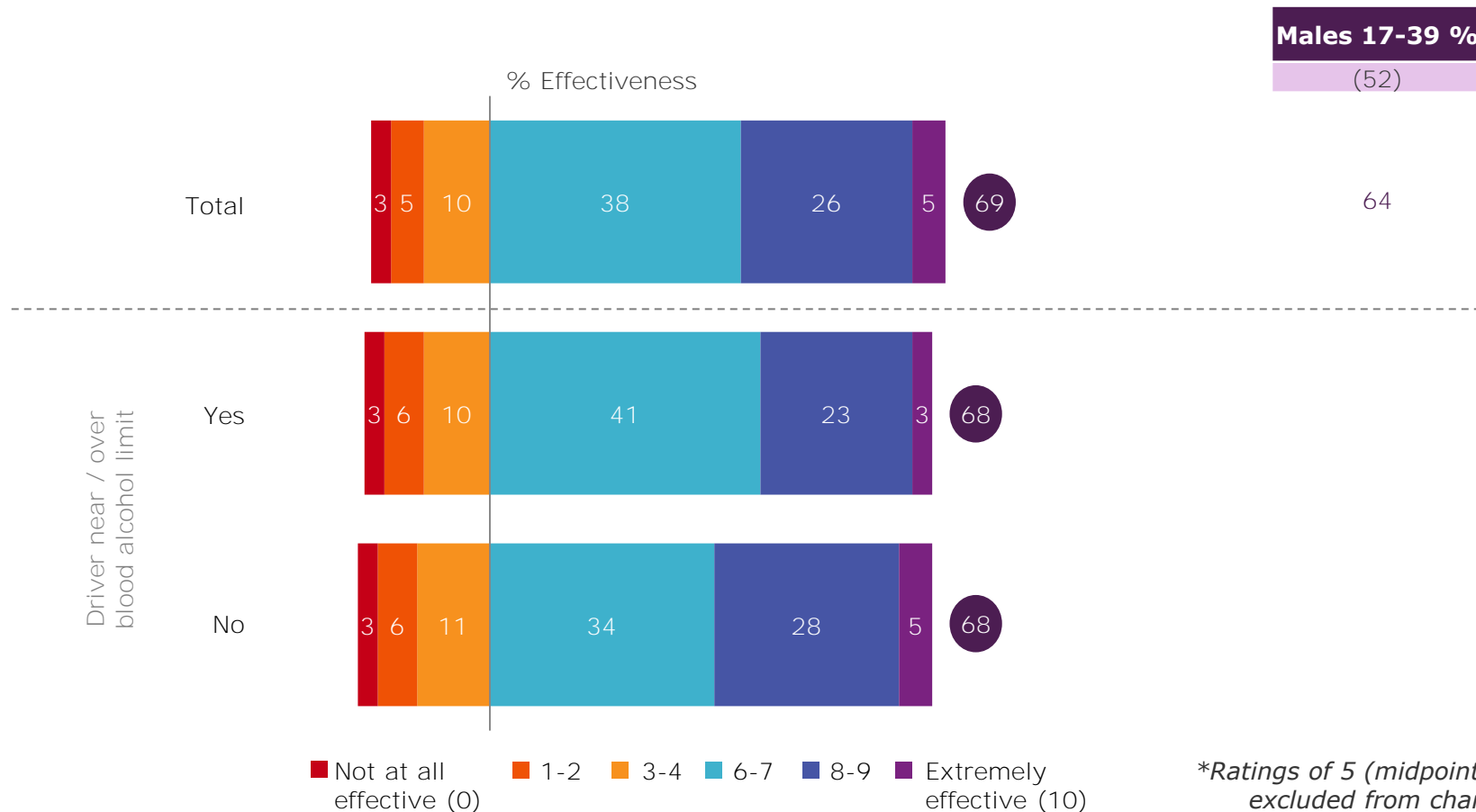
Similar to *Just Over*, around 1 in 10 respondents indicated they were getting fed up of the *Grow Up* campaign. Again compared with other RSC campaigns that ran between 2013 and 2016, this is a mid range score and not currently cause for concern.

Campaigns	Year	Wear-out %*
Motorcycling Safety - Ride to Live	2015	6
Vignettes (combined Speed & Cycling)	2015	7
Driver Distractions - You Can Live Without It	2015	7
Safer Vehicles - Consult the Stars	2015	10
Speeding Behaviour - Enjoy the Ride	2015	11
Speeding Enforcement - Post-it Notes	2013	12
Speeding Behaviour - Enjoy the Ride	2013	12
Drink Driving Behaviour - Grow Up	2016	12
Drink Driving Enforcement - Just Over	2016	13
Restraints - Sashes	2013	13
Vignettes	2015	15
Drink Driving Enforcement - You Deserve It	2013	15
Restraints - Sashes	2015	15
Drink Driving Behaviour	2013	18
Drink Driving Enforcement - You Deserve It	2015	20
Safer Vehicles – ESC	2013	22

SOURCE: B7a. What extent do you agree or disagree with the following statements... [Getting fed up of the ads]?

BASE: All respondents *Wear-out % is measured as nett: 4-5 (Tend to agree-Strongly agree)

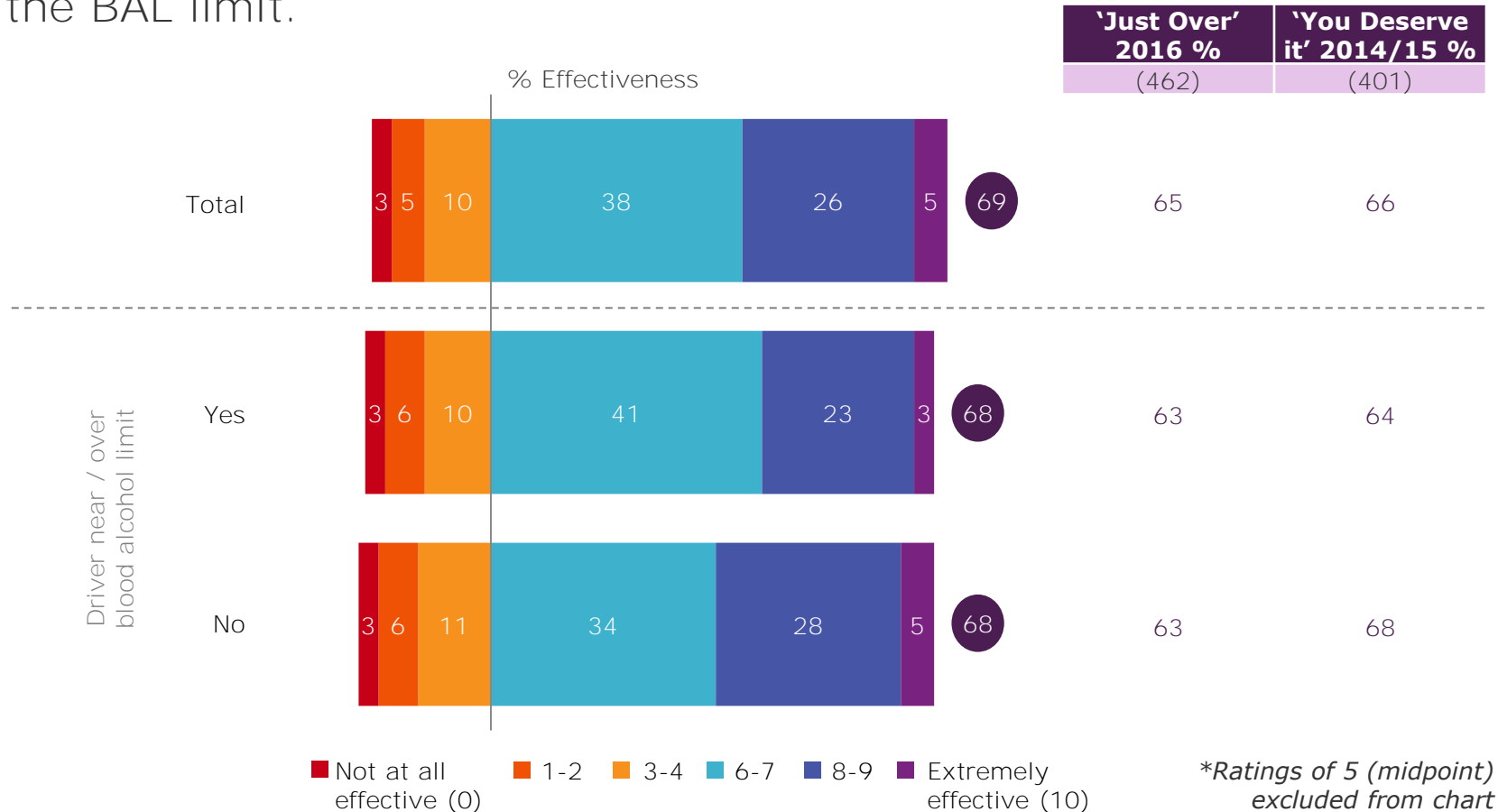
Nearly 7 in 10 respondents thought the *Grow Up* campaign was effective in influencing people to not drink drive. 1 in 20 respondents thought it was 'extremely effective' at doing so.



SOURCE: B8b. How effective do you think the ad you have just seen is in discouraging people from drink driving?
BASE: All respondents n=462

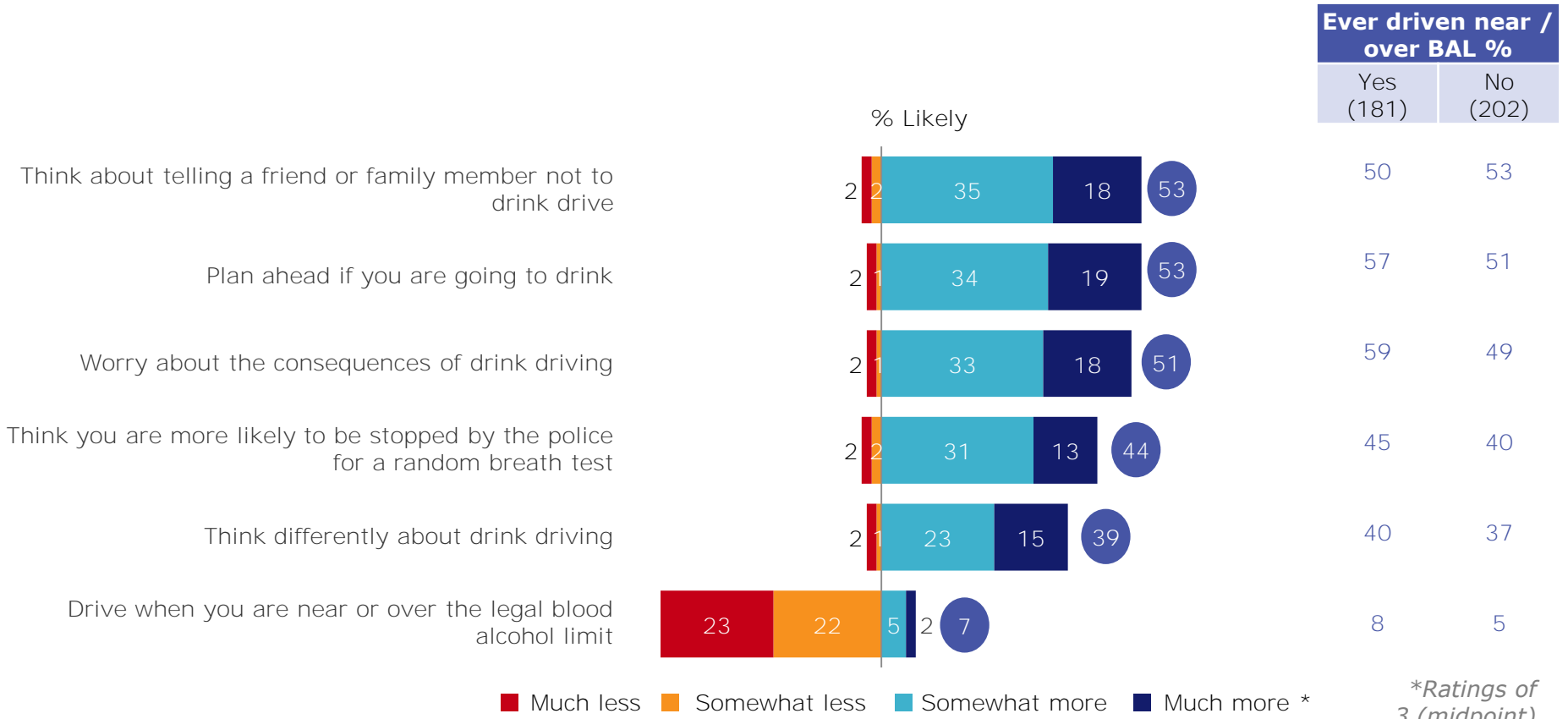


Effectiveness in delivering the campaign message was slightly higher for *Grow Up* compared with the *Just Over* and *You Deserve It* campaign, particularly amongst respondents who admit to have ever driven near or over the BAL limit.



SOURCE: B8b. How effective do you think the ad you have just seen is in discouraging people from drink driving?
 BASE: All respondents n=462

Similar to the *Just Over* campaign, more than half are more likely to consider about the consequences related to drink drive, plan ahead and encourage friends and family not to drink drive.



SOURCE: B9b. After seeing and hearing these ads, to what extent are you more likely to?
 BASE: All respondents n=457-461

*Ratings of 3 (midpoint) excluded from chart



6

Considerations for Future Campaigns



Considerations for Future Campaigns



Creative Considerations

- The creative for *Grow Up* was well executed compared with other RSC campaigns. The campaign was rated highly for its originality and uniqueness. As a result of this, the campaign has the potential to **transfer to good memorability and gaining the audiences' attention.**
- Considering both *Just Over* and *Grow Up* were not a bespoke piece of advertising, specifically designed for WA audiences, it has performed very well in terms of its objectives. However, care should be exercised when adopting campaigns from other jurisdictions (e.g. the appearance of a Melbourne tram), as this may impact the level of personal relevance and effectiveness of the campaign.



Media Considerations

- Based on the cost-efficiency for both campaigns, the media strategy has done well so far. Particularly when the campaign was only launched late-2015. *Just Over* campaign was ranked fifth best and *Grow Up* was ranked the second best out of 32 State Government campaigns. The creative of the *Grow Up* campaign may have helped boost its cost-efficiency.
- The role of TV remains extremely important for establishing broad target audience reach and for supporting recognition of other media types.
- The cost per reach for both campaigns online did not perform as well as expected. Further investigation may be required regarding the campaign performance online, particularly its performance amongst the primary target audience of males aged 17-39 years, to determine whether increasing spend for online would assist in boosting cost-efficiency for this media channel.
- The *Just Over* campaign served as a reminder for drivers of the risks of driving 'a little over' the legal BAL and aimed to increase the salience of the consequences of drink driving (focus on enforcement). *Grow Up* worked well in terms of challenging the 'excuses' drivers use to justify their behaviour. This is important given the fact that just over half (51%) perceive it to be acceptable to drive when they 'feel sober enough' or feel it's 'OK' when only driving a short distance. There is a need to challenge these attitudes and increase the perceived likelihood of being caught.

Any queries, please contact:

Donna van Bueren

t +61 8 9489 4206

e Donna.vanBueren@tnsglobal.com

Liza Picton

t +61 8 9489 4207

e Liza.Picton@tnsglobal.com

Allison Grainger

t +61 8 9489 4215

e Allison.Grainger@tnsglobal.com

Wendy Chow

t +61 8 9489 4210

e Wendy.Chow@tnsglobal.com

The logo for TNS, consisting of the letters 'TNS' in a bold, white, sans-serif font, centered within a solid magenta square background.

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