

CASE STUDY

Towards Zero



THE ISSUE

Towards Zero is a vision for a future free of deaths and serious injuries on Victoria's roads. Drink driving is one of the biggest killers on Victoria's roads, with around 1 in 5 drivers and riders killed having a Blood Alcohol Concentration (BAC) over the legal limit of 0.05 (5 year average). Alcohol can affect us in different ways from one day to the next - this means there's never a safe amount to drink when you're planning to drive. If people avoid driving after drinking, the number of road fatalities could be reduced by up to 20%.

AIMS & OBJECTIVES

This campaign specifically aims to raise awareness of the risk in drinking and driving. At 0.02 to 0.05 the ability to see or locate moving lights correctly is diminished, as is the ability to judge distances. The tendency to take risks is increased too. A BAC of more than 0.05 reduces one's ability to react and concentrate, whilst a BAC of more than 0.08 means drivers are 5 times more likely to have an accident than before they started drinking. At 0.12 drivers are up to 10 times more likely to have an accident.

STRATEGY

Convenience Advertising developed a narrowcast strategy to reach the wider Ballarat community across and in the lead up to the Ballarat 'Festival of Footy'. Messaging was placed in locus of engagement venues across the City of Ballarat. In addition to the A4 messaging that was placed within venue bathrooms, drink coasters and bar mats were also supplied to all licensed venues, reinforcing the message to keep drinking and driving separate in multiple areas of the venue.

DISPLAY POINTS

132

VENUE

22

REACH

488,727
Patron visits

DURATION

1 Month

TARGET LOCATIONS

TARGET AUDIENCE

