

*2020 Drive Sober or Get
Pulled Over*
Focus Group Concept
Assessment Market Research

March 17, 2020



To evaluate concepts for four TV ads designed to educate the target audience of law enforcement-related consequences of drunk driving

Objectives

1. Improve NHTSA's ability to deliver effective communications that clearly convey the personal costs of drunk driving
2. Promote awareness of visible enforcement by police



PARTICIPANTS (n=69)

- **Boston, Massachusetts (BOS)**
 - 6:00 Group (n = 9)
 - 8:00 Group (n = 9)
- **Alexandria, Virginia (DC)**
 - 6:00 Group (n = 8)
 - 8:00 Group (n = 9)
- **Detroit, Michigan (DET)**
 - 6:00 Group (n = 9)
 - 8:00 Group (n = 7)
- **Austin, Texas (ATX)**
 - 6:00 Group (n = 9)
 - 8:00 Group (n = 9)

QUALIFICATION CRITERIA

- Age 21 - 34
- Male
- U.S. licensed driver
- Drive regularly (10+ miles/week)
- At least occasionally consumes alcoholic beverages (rescreened for at least 4+/month)



MODE

Focus Groups

- **Two** groups per market
- **Four** markets (Massachusetts, Virginia, Michigan, Texas)
- **Length of Groups - 75 minutes**



DATES

March 3, 2020 - Boston, Massachusetts

March 4, 2020 - Alexandria, Virginia

March 5, 2020 - Detroit, Michigan

March 9, 2020 - Austin, Texas

4 Animatics Tested



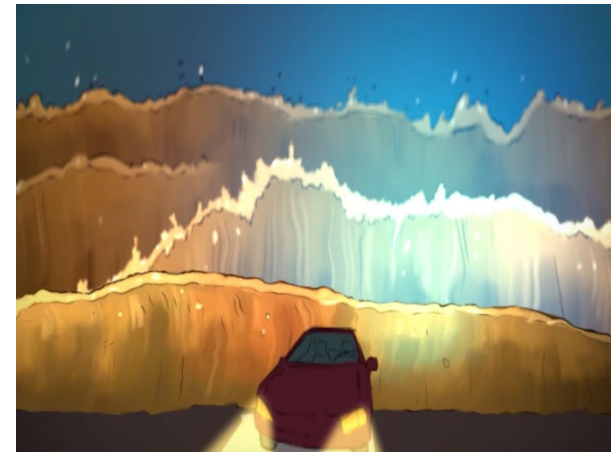
A - "In Over Your Head"



B - "The Price You Pay"



C - "Split Screen"



D - "Tsunami"

Note: Order of animatics shown was rotated each group

Process Flow

View Concept (First Viewing)

Workbook Activity

Group Discussion

View Concept (Second Viewing)

Additional Commentary

REPEAT FOR REMAINING CONCEPTS

Head-to-Head Concept Comparison

Note: Order of animatics shown was rotated each group

Grade Calculation Description and Screening Question

Grade Calculation:

- Each evaluation question (Enforcement, Consequences, Behavioral Change, and Overall) had enough respondents to present as percentages. See below for calculation of enforcement grade.
- Each participant was asked to give each ad a letter grade based on how well the enforcement message resonated (A-F).
- Each grade is assigned a numeric value (0.0-4.0).

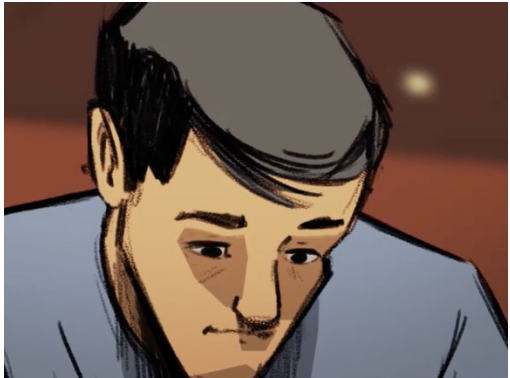
Screening Questions:

- How many miles do you personally drive, on average, during a week? (MUST be more than 10)
- How often do you consume alcoholic beverages? (Must be “Occasionally” or “Regularly”)
 - We rescreened respondents as they arrived for the groups with the following question: In a given month, how many alcoholic drinks do you say you consume?
 - Almost all respondents said 4+, with 55/68 saying 7+.

Concept A In Over Your Head

Overall Enforcement
Grade: 1.97/4

This concept is the best (at conveying...)			
Enforcement of Drunk Driving Laws	Consequences	Behavior Change	Overall
17%	6%	0%	0%



- The visual of the man in his beer was cool and interesting.
- Some respondents said this ad did a good job of showcasing police enforcing drunk driving laws.

I liked the idea that he was drowning in his bad decisions.



- Respondents could not relate to the situation, as they tend to drink in social situations, not alone.
- This ad was confusing, and respondents could not tell what was going on. Some thought he passed out and woke up in his car, and that was the reason he was being pulled over.
- The ad's depressing tone made some respondents think that this commercial would be better served as a PSA against depression or alcoholism.
- It did not show him driving, which took away the "decision point."

It seemed like it was more about if you have a drinking problem, here's where you can get help not an anti-drunk-driving ad.

This concept is not recommended for production.

Concept A

Enhancement Opportunities



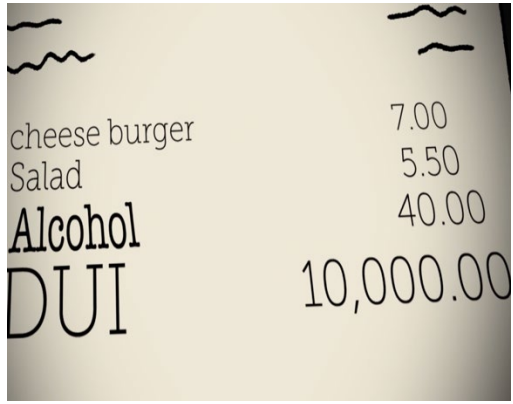
Based on the response from groups in all cities, we do not recommend enhancing Concept A.

This concept is not recommended for production as it consistently scored low on communicating the consequences of drunk driving and communicating that law enforcement are actively enforcing drunk driving laws.

Concept B The Price You Pay

Overall Enforcement
Grade: 2.87/4.0

This concept is the best (at conveying...)			
Enforcement of Drunk Driving Laws	Consequences	Behavior Change	Overall
42%	19%	37%	39%



- This concept was a novel approach to conveying the consequences of drunk driving and captured the attention of those who tend to tune out more “typical” drinking and driving ads.
- The \$10,000 charge resonated heavily to this audience, no matter the age or income level. The costs that the waitress listed as part of the DUI charge also resonated, as they did not think about those being associated with the total costs.
- Respondents appreciated that this ad wasn’t demonizing drinking, as they expected anti-drunk driving ads to do. They indicated that they see drinking socially with friends as a relatable and fun activity.
- The receipt idea was good - a few respondents would like to see it itemized out.

There are a lot of DUI commercials out there, this one really shows the cost, and that’s effective.



- Many respondents were not receptive to the lighthearted tone of this ad. Those who were receptive said this ad did not execute that well. Some called out what sounds like a laugh track after the man inquires about the DUI charge.
- The “looks like he got the DUI charge on his tab” line at the end of the ad did not go over well with the audience. They saw it as a bad joke or altogether unnecessary.
- The waitress was described as monotone, boring, and even condescending. The delivery of her lines should be engaging and explanatory without being condescending.

This doesn’t make me think that law enforcement is out there looking for me, just that they are informing me of the costs.

Concept B

Enhancement Opportunities



Executorial

- The delivery from the waitress was important. Respondents found her monotone, robotic, and condescending. She needs to be informative and not sound humorous.
- An itemized bill would supplement the audience with a visual component while the waitress narrates. This would also clear the air for people who question the \$10,000 total price, as this would include things like legal fees and lost wages.
- Remove the joke at the end of the ad.

Conceptual

- Respondents were not universally receptive to the lightheartedness of the spot. The message was clear, but the attempt at humor softened the severity of the message.

Concept C Split Screen

Overall Enforcement
Grade: 2.79/4.0

This concept is the best (at conveying...)			
Enforcement of Drunk Driving Laws	Consequences	Behavior Change	Overall
30%	13%	27%	29%



- Respondents liked the concept and how it conveyed how your night can be different based on one decision.
- Like *The Price You Pay*, respondents appreciated that the ad wasn't demonizing drinking, but rather drunk driving.
- This audience wanted to have a good night like this man was having, and they recognized that calling a ride was the best way to conclusion to a great time. Respondents across multiple audiences liked the last frame of him sitting safely at home on his couch at the end of his evening.

I thought it was interesting that two separate paths played out because of one simple decision



- The setup was confusing to some initially as it was not immediately clear that the scenes are identical in the split screen. This became clearer as the ad progressed and upon a second viewing.
- The man's actions were too unrealistic and unrelatable for many. Respondents questioned why he was jumping behind the bar and pouring shots. They also questioned his formal attire, and the order of events seemed off. The audience suggested a sequence of going to a quiet place for a few drinks before heading to a louder bar or club.
- The music was viewed as "cheesy" and distracting. Respondents said if they weren't paying attention to the visuals, they would think this is a commercial for a club or bar.
- Respondents in general saw the lead up to the "split decision" moment as too elongated. It showed too much partying, and some respondents tuned out before the different decisions to take a cab/drive home were shown.

The partying sequence was a little hokey in the beginning, think you can illustrate having a good time without being cheesy.

Concept C

Enhancement Opportunities



Executorial

- The music would need to be less distracting/off-putting to the audience. Conversations with friends or general bar ambience could replace this.
- The man's actions were not relatable. Respondents felt showing him drinking a lot without going over the top (jumping over the bar) could have shown that he was intoxicated.
- The order of the bars that the man went to should be switched. The audience was confused by this.
- Juxtapose the last frame of the man sitting on his couch with him sitting in a jail cell. While the message was clear, this would create a lasting image.

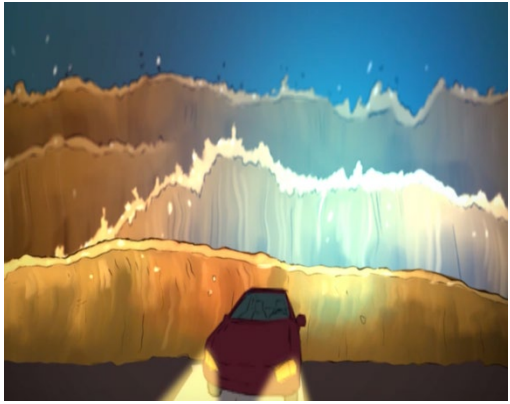
Conceptual

- Some respondents were confused by the setup. They'd like to see one screen that splits into two once the decision to drive home is made.
- The lead up to the differing decision was long and drawn out. Cutting some party scene would be beneficial.

Concept D Tsunami

Overall Enforcement
Grade: 2.63/4.0

This concept is the best (at conveying...)			
Enforcement of Drunk Driving Laws	Consequences	Behavior Change	Overall
10%	62%	37%	31%



- Respondents found the man’s situation to be relatable. The excuses the man gave after he left the bar as justification for driving drunk were even more relatable, especially the excuse related to distance to home.
- This animatic strongly conveyed the range of consequences that could happen as a result of drunk driving. Many respondents were particularly moved by the possibility of harming/killing someone else or being paralyzed themselves.
- A few respondents said this reminded them of NHTSA’s (2006) *Dunk Diving* commercial spot, and that was a positive as that commercial resonated with this audience.
- The “wave” served as a clear and effective metaphor for the accumulating and severe consequences of drunk driving.

It does a really good job of mentioning the common rationalizations for drinking and driving.



- Respondents in multiple markets did not like the bartender’s role - they thought that part of the onus of preventing the man from driving drunk was on him and he was as much at fault as the man.
- Many in the target audience did not relate to drinking alone. Many indicated that most of their drinking is done socially.
- This ad did not convey a particularly strong law enforcement message.
- The VO was found to be boring and monotone to some respondents. Respondents felt more emotional and increasingly more intense VO would enhance the seriousness and message of the ad.
- Respondents noted that they did not see the man actually consume any alcohol.

In the beginning with him being too drunk by himself, that isn't relatable. He should be having a good time with friends or something because that's more realistic.

Concept D Enhancement Opportunities



Executorial

- Look to replace the interaction with the bartender with interactions with friends. This would take the onus off the bartender to act and puts the man in a social drinking setting that is most relatable to the target.
- The VO should be more engaging in tone and should escalate in intensity as the listed consequences become more and more severe to break up the monotone delivery.
- Consider a strong reference to the man consuming alcohol. The bartender cutting him off or showing a time lapse of how much he drinks were suggested by respondents.
- When listing the consequences, add a few law enforcement messages, such as being arrested or paying a **\$10,000 DUI fine**, as seen in *The Price You Pay*.

Conceptual

- Many respondents expressed concern about the “tidal wave” of beer being pulled off on the final TV ad. If not executed in a very realistic manner this can come across as “corny” or cartoonish.

Summary of Scores

Animatic	Best overall	Best at changing my behavior	Best at showing the consequences of drunk driving	Best at conveying law enforcement	Law enforcement score (out of 4.0)
Tsunami	31%	37%	62%	10%	2.63
The Price You Pay	39%	37%	19%	42%	2.87
Split Screen	29%	27%	13%	30%	2.79
In Over Your Head	0%	0%	6%	17%	1.97

Note: Score calculation methods can be found on slide 6 (after methodology)

Final Recommendation



After reviewing and synthesizing all information collected from the focus group, we are recommending *Tsunami* to move forward to production for the General Market. This recommendation is being made for the following reasons:

- *Tsunami* is a powerful and thought-provoking spot. Respondents across all test markets share this sentiment, and they especially like the VO listing common excuses and rationalizations for drinking and driving.
- When asked “Which concept most clearly demonstrates the consequences of drinking and driving?,” this spot was the clear winner. When asked similar questions in regard to enforcement, changing behavior, and best overall, there was no clear winner.
- There is a slight echo of a past NHTSA creative - *Dunk Diving*. This creates an opportunity for creative continuity and can aid in recall.
- The adjustments needed to enhance this ad are simple. For instance, removing the bartender and replacing with a group of friends.
- Additional enhancements will include making enforcement more prevalent, such as adding consequences to the VO and ending the spot with our drunk driver being arrested.