Agenda

1. **Research Design**

2. **General Market Findings + Recommendations**

3. **Spanish-Speaking Market Findings + Recommendations**

Research Design

Purpose & Methodology

Purpose

Evaluate advertising concepts designed to influence young men (ages 21 to 34 years old) to plan for a sober ride by highlighting that a bad decision to drive after drinking alcohol could result in a DUI.

Research Objectives

1. Evaluate concepts/statements

2. Identify most compelling elements

3. Diagnose potential areas of improvement

4. Evaluate effectiveness in communicating messaging

5. Measure the likelihood to influence behavior

Methodology

Online Focus Groups (12 groups)
- 75-minute groups
- n=72 participants
  - n=48 General Market
  - n=24 Spanish-speaking Market

Qualification Criteria

General Market:
- National audience
- Male ages 21 to 34 years old
- Licensed driver
- Drives more than 10 miles per week
- Consumes alcohol occasionally/regularly
- Consumes at least four alcoholic beverages per month

Additional Criteria for Spanish-speaking Market:
- Foreign-born
- Speaks Spanish most or all of the time at home
- Consumes media in Spanish at least half the time

Concepts Tested & Discussion Flow

General Market

One Too Many
Concept L

Lights
Concept M

It Will Change Your World
Concept O

You Know Better
Concept P

Hispanic Market

Tu DUI Es Nuestro DUI
Concept L

Es Tonto Arriesgarte
Concept M
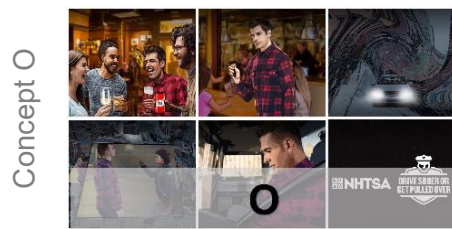
Las Probabilidades Están en tu Contra
Concept O
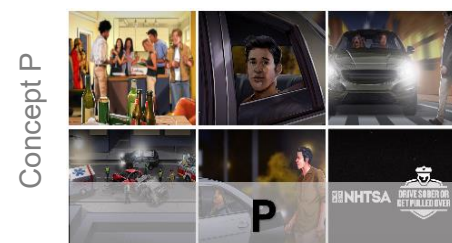
Warm-Up/Initial Discussion

Evaluation of Individual Concepts

Main Message	Effective Elements	Potential Improvements

Comparison of Concepts

Memorable Elements	Most Influential	Reasons for Influence

Wrap-Up & Close

5   *NOTE: Order of concepts and statements rotated between each online focus group.*

Key Findings:
General Market

It Will Change Your World

(Concept O)

It Will Change Your World

(Concept O)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
1st	58%
(n=16)	(n=28)

It Will Change Your World effectively conveys the life-changing consequences of driving impaired. Participants found the visual effects compelling and the message clear. The alternate ending in which the protagonist gives the keys to his sober friend strongly resonates with viewers.

Effective Elements

- The visual effects effectively grab viewers' attention and keep them invested in the narrative—the visual style is particularly, but not exclusively, appealing to fans of superhero-style movies.

- The alternate ending, in which the protagonist tosses the keys to his sober friend, is highly effective at conveying the idea of agency—it reinforces the message that there's always a choice to avoid driving impaired.
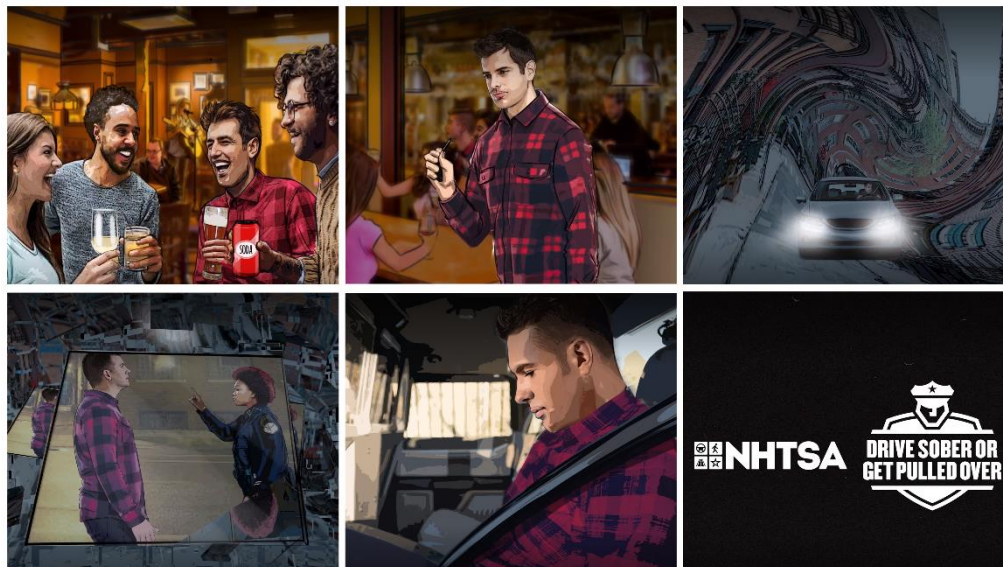
"

*I liked that it showed how one decision can make a huge impact on your life and future. It really **emphasized that you need to be responsible and that there is always a better decision to be made.***

– General Market, Age 21 to 26 years old

It Will Change Your World

(Concept O)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
1st	58%
(n=16)	(n=28)

It Will Change Your World effectively conveys the life-changing consequences of driving impaired. Participants found the visual effects compelling and the message clear. The alternate ending in which the protagonist gives the keys to his sober friend strongly resonates with viewers.

Opportunities for Improvement

- Some viewers found the consequences insufficiently severe. During the shattering glass scene, consider showing alternate possibilities (e.g., a crash with a third-party affected, an ambulance and stretcher, etc.) to emphasize that a DUI is just one possible outcome and the potential severity of other outcomes.

- Refine the visual style to strike the right balance between effectiveness and clarity. Some participants found the current style distracting from the message, while others interpreted it as an attempt to portray the subjective effects of alcohol.

- Carefully design the distortion effects to avoid any associations with psychedelic drugs. Some viewers perceived the effects as suggestive of hallucinogens. Ensure digital effects avoid stereotypical psychedelic visuals while maintaining the distortion element.

"

I thought it was a bit too much with some of the graphics and the screen distortion. At first [I] did not mind it but then it was a bit much. Still need more [a] severe impact than just getting arrested.
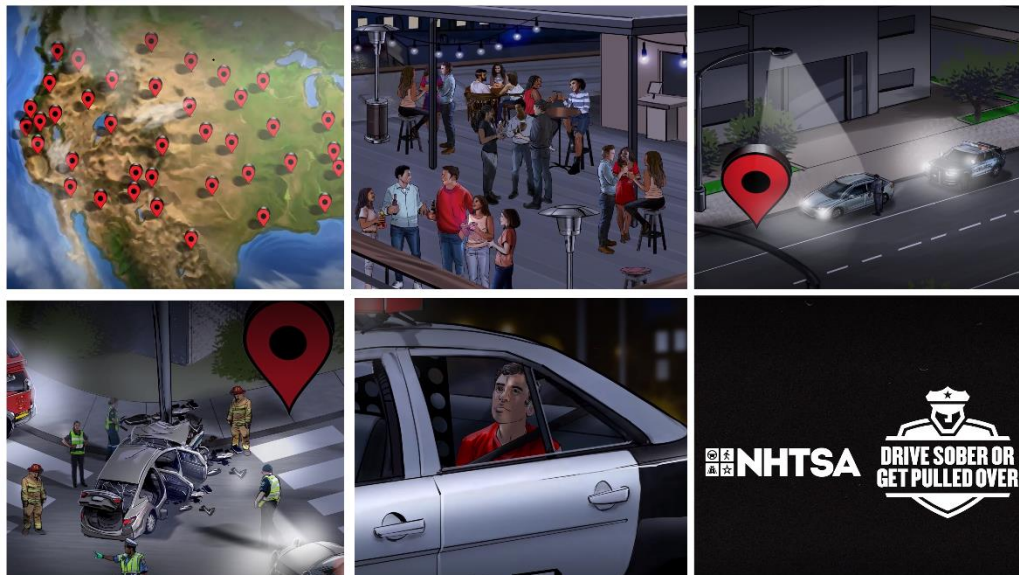
– General Market, Age 27 to 34 years old
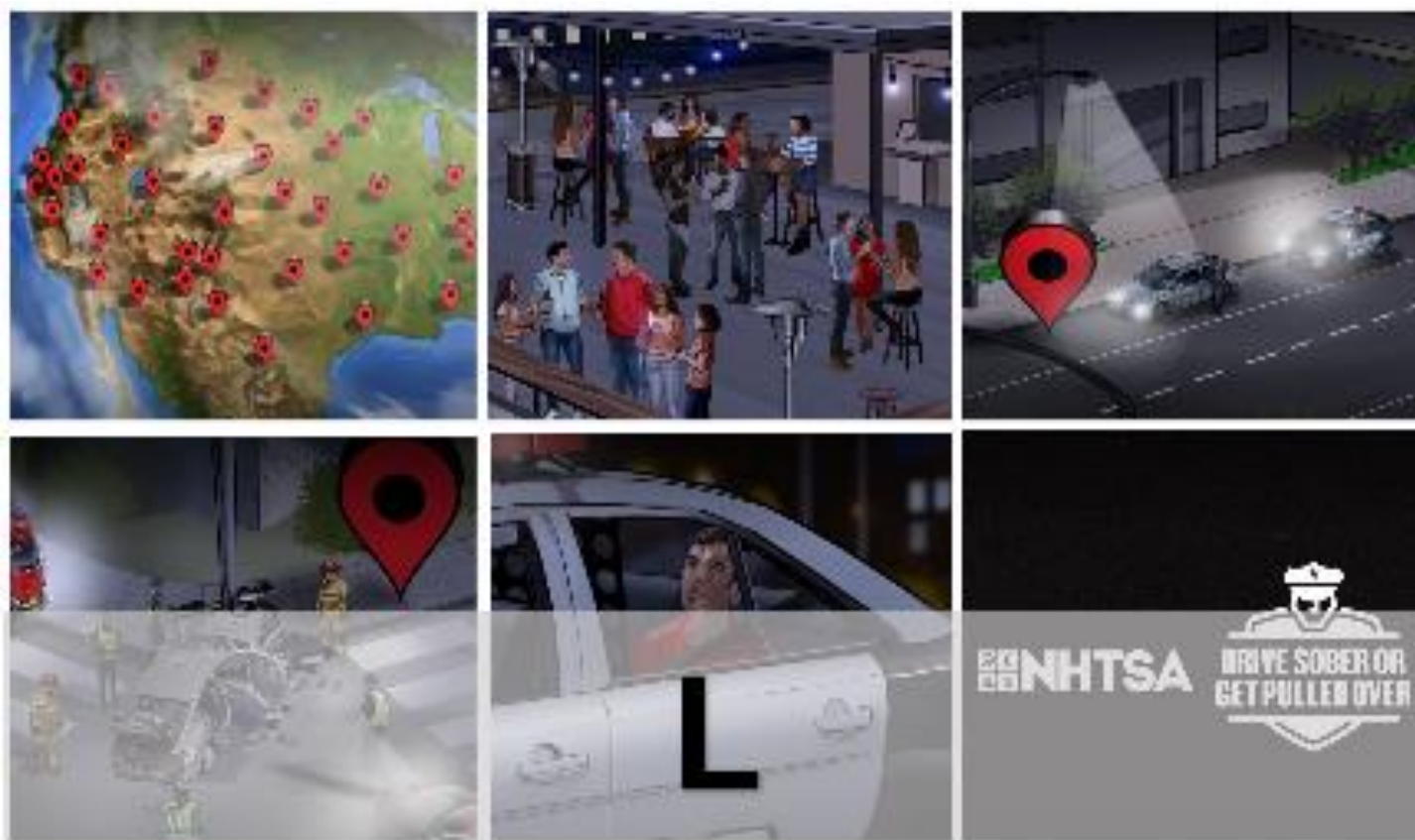
One Too Many

(Concept L)

One Too Many

(Concept L)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
2nd (tied) (n=14)	56% (n=27)

One Too Many effectively communicates a range of negative outcomes that follow from driving under the influence. Participants describe the concept as hitting close to home, with the pins reminding them that their area isn't immune to drunk driving.

Effective Elements

- The map depicting DUIs across the country effectively challenges the "it won't happen to me" mentality.

- Shows a range of negative outcomes of impaired driving, from getting a DUI to a head-on collision.

- The scene where the vehicle in the opposite lane swerves towards the camera effectively resonates with viewers' fears of experiencing a head-on collision and highlights the adverse effects of impaired driving on others.

"

*I like [that it showed] **multiple incidences and that there is more than just getting pulled over and getting a ticket**—it shows an accident and how it can involve more people. I also liked the concept of **zooming in at the pinpoints from a long ways away**.*

– General Market, Age 27 to 34 years old

One Too Many

(Concept L)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
2nd (tied) (n=14)	56% (n=27)
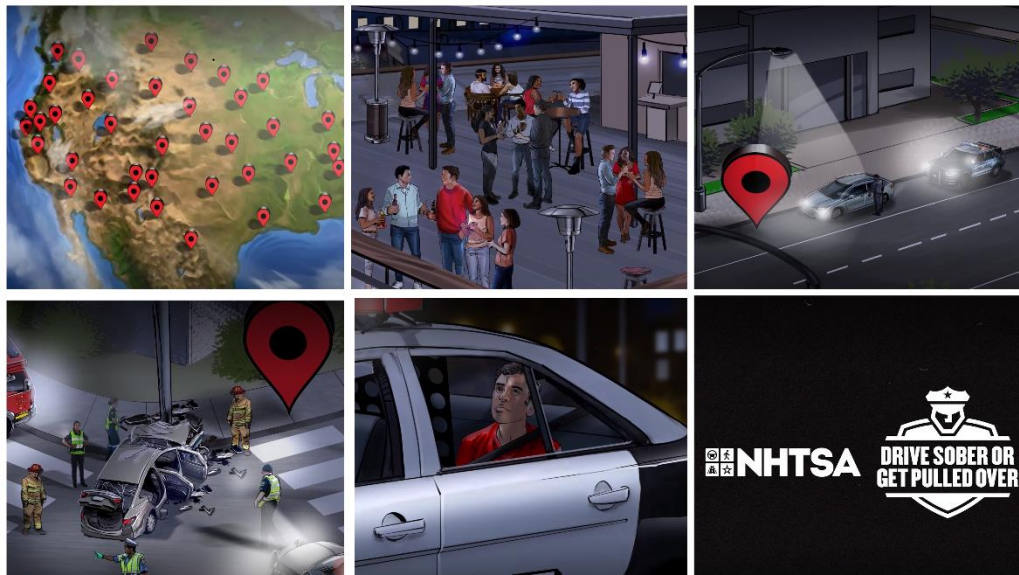
One Too Many effectively communicates a range of negative outcomes that follow from driving under the influence. Participants describe the concept as hitting close to home, with the pins reminding them that their area isn't immune to drunk driving.

Opportunities for Improvement

- The pole-crash scene could be made more effective if the driver crashed into something or someone else—participants react more strongly when a third party is affected.

- The closing scene, where the pins disappear from the map, does not serve as an effective end to the concept. The disappearing pins detract from the idea that impaired driving is a widespread problem and might be confusing to some viewers.

- The map does not show enough pins to convincingly communicate the scale of the problem. Consider either adding more pins to the map or having more pins appear as one zooms in on a particular area.

- Some participants found the inclusion of several events within the concept to be cluttered. In the final concept execution, ensure that the transition between each DUI site is seamless.

" *I thought it was really great at conveying the statistics and severity of how drinking and driving is prevalent, but for me, **it just really wasn't getting an emotional response from me**, and I feel like those are the ones that leave the biggest long-lasting impression… I feel like the aftermath is what draws me in… like a family that's left behind… that's what really gets me thinking 'it affects more than just me.'"*

– General Market, Age 21 to 26 years old

You Know Better

(Concept P)

You Know Better

(Concept P)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
2nd (tied) (n=14)	56% (n=27)

You Know Better is a fresh and attention-grabbing twist on traditional impaired driving communications. The fourth-wall breaks keep viewers engaged and effectively convey the message. To make this concept truly effective, the script would need to be revised to avoid making light of the situation and to provide clarity on why the protagonist got in the friend's car in the first place.

Effective Elements

- Viewers find the fourth-wall breaks fresh and unique among impaired driving communications.

- This concept feels the most personal of all the concepts tested, as the character speaks directly to the audience.

- Participants find the peer pressure aspect of the spot relatable.

"

I like how **Concept P expressed that we all know getting in the car with a drunk driver is insane.** *Yet, people still get in cars with their inebriated friends/family.*

– *General Market, Age 21 to 26 years old*

You Know Better

(Concept P)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
2nd (tied) (n=14)	56% (n=27)

You Know Better is a fresh and attention-grabbing twist on traditional impaired driving communications. The fourth-wall breaks keep viewers engaged and effectively convey the message. To make this concept truly effective, the script would need to be revised to avoid making light of the situation and to provide clarity on why the protagonist got in the friend's car in the first place.

Opportunities for Improvement

- Revise the script to minimize humor. Participants took issue with the "cue serious music" line and found it unfitting to an ad that should have a more severe/serious tone.

- Reframe the script to avoid the impression of lecturing. Participants were put off by the feeling that the narrator, who chose to go into a car driven by an impaired driver, is saying, "You know better." Make it clear in the final execution that the narrator is telling himself that he should know better, rather than lecturing the viewer.

> *If I **already knew [not to drive drunk]**, what is the point in having an advertisement… It negated the entire purpose of it.*
>
> *– General Market, Age 21 to 26 years old*

15
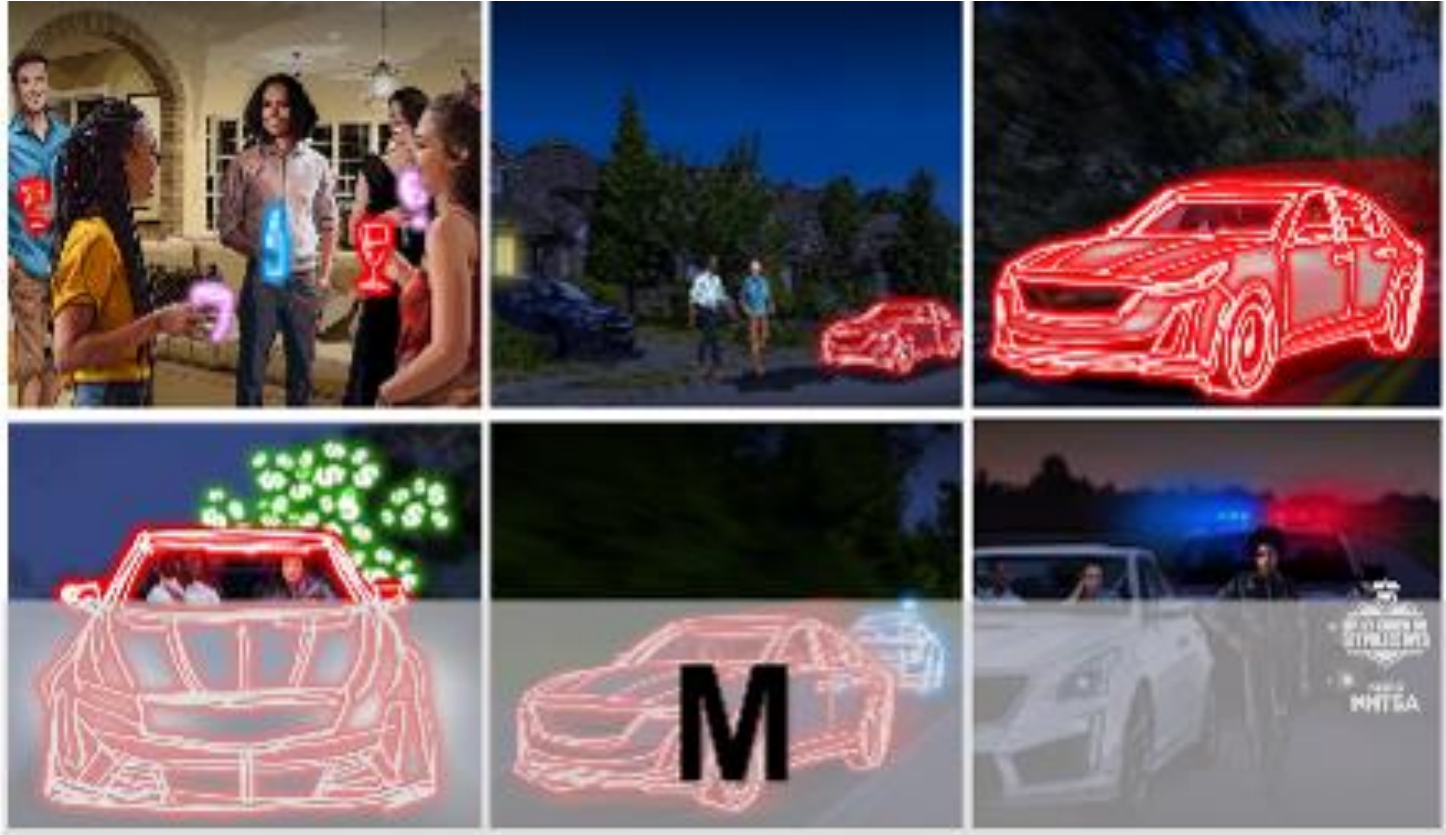
Lights
(Concept M)

Lights
(Concept M)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
4th	56%
(n=4)	(n=27)

Lights is an engaging concept and communicates the enforcement and monetary costs of a DUI. However, this concept performs less well at highlighting the severity of the consequences of impaired driving and demonstrates the least ability to influence behavior than other concepts.

Effective Elements

- Participants resonate with the lights going out during the DUI pullover—the change in visual tone effectively communicates how a DUI can turn a night from fun to deadly serious.

- The neon highlighting is visually engaging and captures viewers' attention without distracting from the message.

- The social setting is relatable, and the suburban setting gives an implicit reason why the characters would want to drive (e.g., no local public transportation).

" *I like that it shows the police catching the drunk driver and also* **emphasizing about getting pulled over and ruining your life with one bad decision.**

– General Market, Age 27 to 34 years old

Lights

(Concept M)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
4th	56%
(n=4)	(n=27)

Lights is an engaging concept and communicates the enforcement and monetary costs of a DUI. However, this concept performs less well at highlighting the severity of the consequences of impaired driving and demonstrates the least ability to influence behavior than other concepts.

Opportunities for Improvement

- Enhance the severity of the depicted consequences. While the neon skeleton highlighting hints at physical health consequences, the concept should explicitly portray a broader range of severe outcomes beyond just a DUI and financial costs.

- Re-evaluate the use of dollar signs, as some viewers found them out of place and almost humorous, which could detract from the seriousness of the message.

- Clarify the symbolism of the lights. Participants noted that both alcoholic drinks and the law enforcement vehicle had neon highlighting, leading to confusion about what the highlighting represents. Clearer differentiation is needed to avoid any ambiguity in the message.

> *The lights didn't really have any relation to the actual concept or the consequences. We didn't establish that the lights meant hallucinations or whatnot. It just felt random and unfounded.*
>
> *– General Market, Age 21 to 26 years old*

Concept Comparison

General Market

On the ability to influence behavior, concept grades and effectiveness at getting attention Concept O has a narrow lead. However, concepts P and L performed almost as well.

| Concept Assessment	Influences Behavior Select one concept	Concept Grades Graded A/B	Gets Attention Very or Extremely Effective
It Will Change Your World (Concept O)	16/48	28/48	62%
One Too Many (Concept L)	14/48	27/48	46%
You Know Better (Concept P)	14/48	27/48	46%
Lights (Concept M)	4/48	27/48	52%

NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts
GETS ATTENTION: We asked this question for each concept, so the score would be anywhere from 0% to 100% for each concept.

Which one of these concepts would most likely change your behavior and encourage you to plan for a sober ride? (Pick one.)
Assuming the concept's main intent is to influence people to plan for a sober ride by highlighting that a bad decision to drive after drinking alcohol could result in a DUI, what grade would you give [this concept]?

Recap
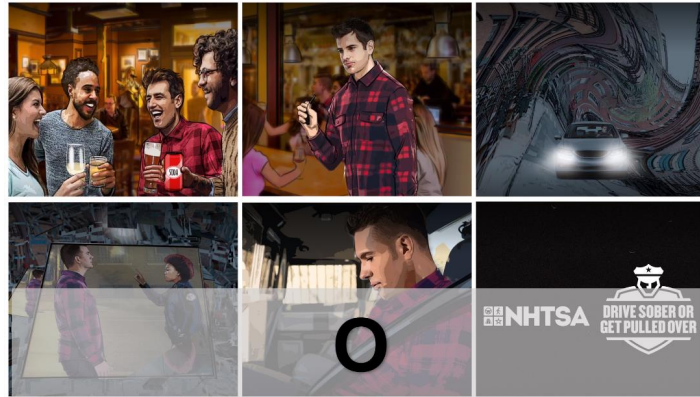
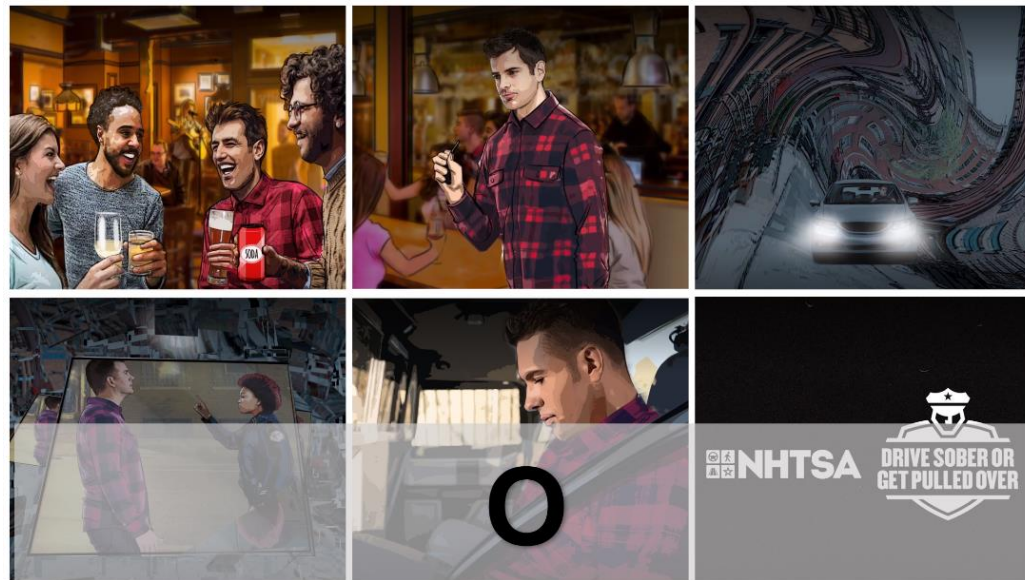**It Will Change Your World**

One Too Many

You Know Better

Based on nearly identical scores across multiple dimensions, both **It Will Change Your World** and **One Too Many** could make effective TV communications productions.

While **You Know Better** also scored well, it would require significant script revisions to be effective. In addition, due to the difficulty of balancing the off-beat style of the fourth-wall break with the deadly seriousness of impaired driving, we cannot guarantee the revised script would be effective without further concept testing.

Recommendation

It Will Change Your World

The research gives **It Will Change Your World** a slight edge over **One Too Many** on ability to get the viewer's attention and influence behavior, as well as on concept grades. Therefore, we recommend **It Will Change Your World** as the best option to move forward with.

Improvements: It Will Change Your World

1. Leverage distortion effect to show alternative outcomes of increased severity.

2. Simplify the visual style to avoid stereotypical psychedelic imagery and to balance distortion with message clarity.
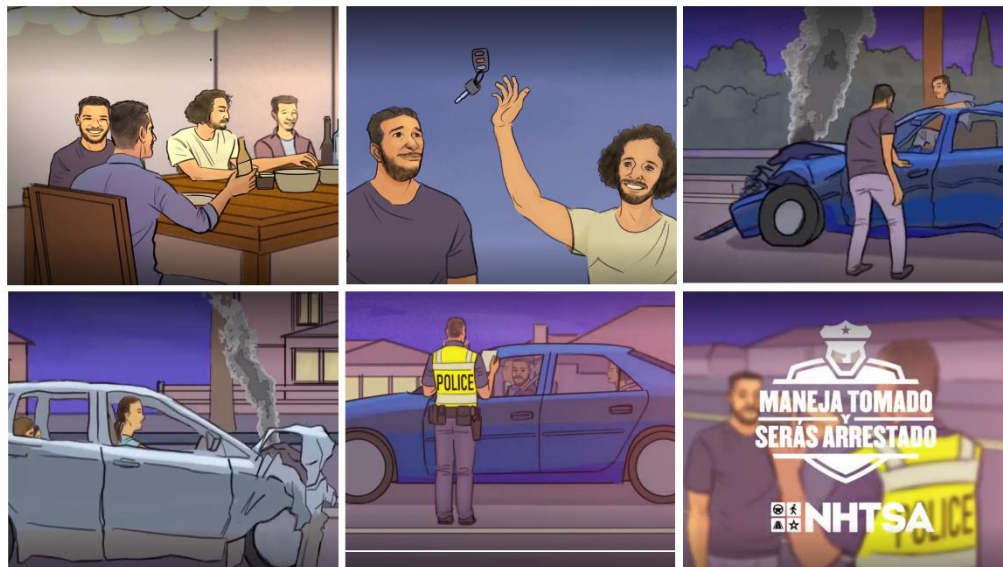
Key Findings: Spanish-Speaking Market

Es Tonto Arriesgarte

(Concept M)

Es Tonto Arriesgarte
(It's Silly to Take a Risk)
(Concept M)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
1ˢᵗ	79%
(n=15)	(n=19)

Es Tonto Arriesgarte clearly communicates the array of consequences of driving under the influence, whether that is a physical or enforcement consequence. This concept is the most effective at influencing behavior and performs the best among those tested due to its relatability and credibility of consequences.

Effective Elements

- Clearly communicates its intended message—do not risk driving under the influence.

- Is relatable—opening scene of friends leaving a get-together resonates with all respondents.

- Ambiguity around the damaged vehicle scene piqued the interest of many respondents who wanted to understand the cause of the damage.

- Uses appropriate language "tonto" (silly over dumb or foolish).
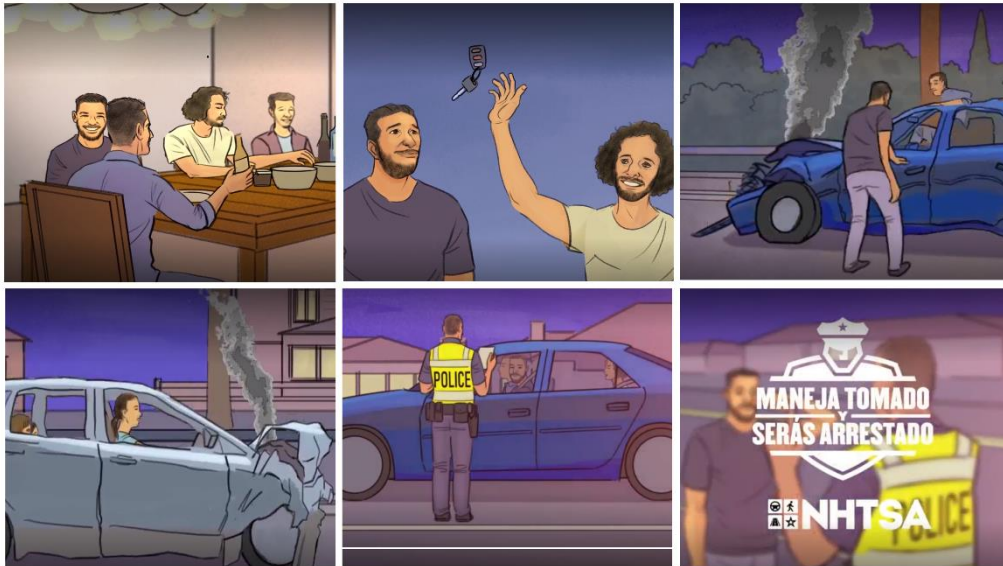
"

*Seeing the damaged car from the beginning makes me curious as to why it looked that way. **It is going to keep me thinking about it later.***

– Hispanic Market, Age 21 to 26 years old

Es Tonto Arriesgarte
(It's Silly to Take a Risk)
(Concept M)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
1st (n=15)	79% (n=19)

Es Tonto Arriesgarte clearly communicates the array of consequences of driving under the influence, whether that is a physical or enforcement consequence. This concept is the most effective at influencing behavior and performs the best among those tested due to its relatability and credibility of consequences.

Opportunities for Improvement

- The damage to the vehicles needs to be dialed up to ensure viewers don't mistakenly interpret the symbolism as some respondents initially looked at the vehicles as simply being dented/having minor damage.

  a) Ensure the damage to the vehicle is significant and would not be misinterpreted as minor existing damage.

- Some feel that the consequence needs to be more serious than a ticket or a damaged vehicle—some called for more shock value and extending consequences to victims outside of the vehicles.

  a) In addition to increasing visual damage to vehicle, consider showing visuals that represent injury to occupants of the other vehicle (bandages, casts, slings, bruising, etc.).

> *It is very relatable with the three friends, but I would find it more impactful if there was a bigger consequence. A damaged car is an inconvenience but not a huge consequence. A legal consequence would be more impactful. Injury or death would be the ultimate consequence especially if there is an innocent victim like the family in the other car."*
>
> *– Hispanic Market, Age 21 to 26 years old*
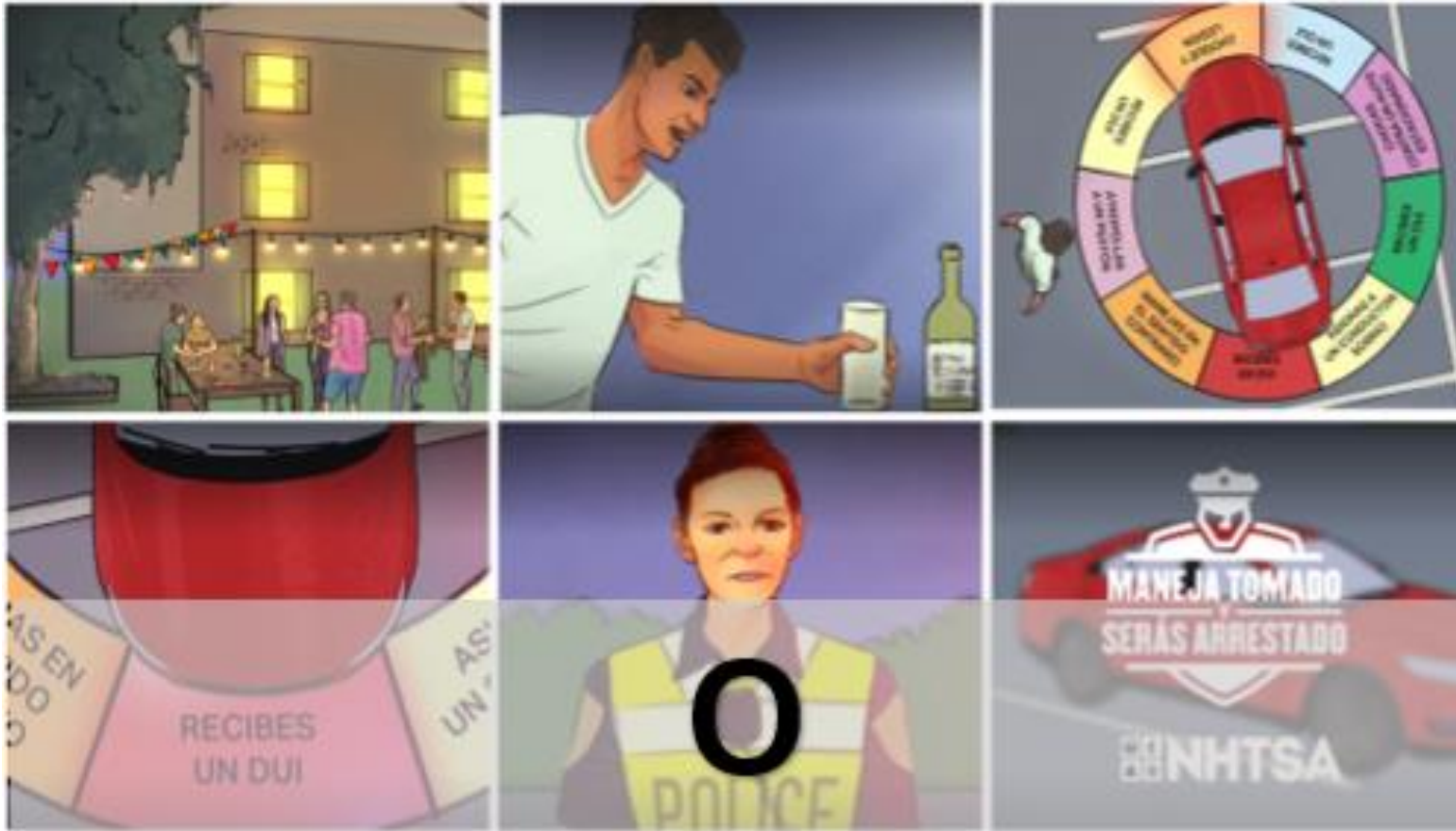
Las Probabilidades Están en tu Contra

(Concept O)

Las Probabilidades Están en tu Contra
(The Odds Are Against You)
(Concept O)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
2nd	50%
(n=6)	(n=12)

Las Probabilidades Están en tu Contra receives mixed reviews. Half of the respondents gave Concept O a grade of A or B, but it is less effective at influencing behavior. While some believe the concept is relatable and effectively communicates potential risks, others feel the concept is a bit distracting and does not communicate the severity of consequences of driving while impaired.

Effective Elements

- Effective in capturing attention of audience—some find the game show wheel appealing and effective at capturing viewers' focus.

- Clear message that impaired driving is a risky game with a variety of consequences that could happen when you get behind the wheel.

- Opening scene of drinking at a get-together is relatable and believable.

"

*It **demonstrates that driving drunk is always bad**. The options on the wheel indicate **you are playing with your life**. I like the statistics the officer says about the number of deaths caused by drunk drivers.*

– Hispanic Market, Age 27 to 34 years old

Las Probabilidades Están en tu Contra
(The Odds Are Against You)
(Concept O)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
2nd (n=6)	50% (n=12)

Las Probabilidades Están en tu Contra receives mixed reviews. Half of the respondents gave Concept O a grade of A or B, but it is less effective at influencing behavior. While some believe the concept is relatable and effectively communicates potential risks, others feel the concept is a bit distracting and does not communicate the severity of consequences of driving while impaired.

Opportunities for Improvement

- Some found that the game show visuals and music/sound effects were a bit distracting and detracted from the severity of the message.

- Many stated that there were too many items on the wheel, making it difficult to focus on the concept.

- The placement of law enforcement in the middle of the concept, rather than the end, made the concept feel disjointed for some.

- While the driver made the right choice, some felt that not seeing the consequences of driving impaired diminished the effectiveness of the message.

> " *It is original but all the options on the game distracted me. I focused on trying to read them and it took away from the message the police was giving. I think fewer options on the wheel would be better.*
>
> – Hispanic Market, Age 27 to 34 years old

Tu DUI es Nuestro DUI

(Concept L)

Tu DUI es Nuestro DUI (Your DUI is Our DUI)

(Concept L)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
3rd	38%
(n=3)	(n=9)

Tu DUI es Nuestro DUI performs the poorest of all concepts tested and is far and away the least effective at influencing behavior. The confusion around who and why certain individuals are portrayed consuming alcohol or driving while impaired significantly hampers the credibility and effectiveness of the message. Without the narration, it would not be clear to anyone what the message of the concept is.

Effective Elements

- Communicates that people of all different ages and phases of life can be affected by drunk driving.

- Effectively portrays a consequence of driving while impaired.

> **It is saying a DUI can affect the whole family.** This is especially important to Hispanics because our families are so close.
>
> – Hispanic Market, Age 27 to 34 years old

Tu DUI es Nuestro DUI (Your DUI is Our DUI)

(Concept L)

Ability to Influence Behavior Rank:	Graded the Concept A/B:
3rd	38%
(n=3)	(n=9)

Tu DUI es Nuestro DUI performs the poorest of all concepts tested and is far and away the least effective at influencing behavior. The confusion around who and why certain individuals are portrayed consuming alcohol or driving while impaired significantly hampers the credibility and effectiveness of the message. Without the narration, it would not be clear to anyone what the message of the concept is.

Opportunities for Improvement

- There is considerable confusion about the various drivers and scenarios of individuals behind the wheel throughout the concept.

- The imagery of an older woman drinking with younger men is not credible or realistic to some.

- Without the context of the narration, it is unclear what the concept is attempting to communicate.

- Concept fails to make a connection that the different people featured in the concept are all connected.

- Does not effectively communicate the risk of driving under the influence.

"

*They do not make a connection between the old lady and all those other people. They are trying to say those others will be affected but **they failed to make the connection**.*

– Hispanic Market, Age 27 to 34 years old

Concept Comparison

Spanish-Speaking Market

Es Tonto Arriesgarte combines a relatable scenario with a clear depiction of various consequences of driving while under the influence of alcohol. As a result, Concept M is the most influential and highest-graded concept of the group.

Concept Assessment	Influences Behavior Select one concept	Concept Grades Graded A/B	Gets Attention
Es Tonto Arriesgarte (Concept M)	**15** /24	**19** /24	**63%**
Los Probabilidades Están en tu Contra (Concept O)	**6** /24	**12** /24	**54%**
Tu DUI es Nuestro DUI (Concept L)	**3** /24	**9** /24	**25%**

NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts
GETS ATTENTION: We asked this question for each concept, so the score would be anywhere from 0% to 100% for each concept.

Which one of these concepts would most likely change your behavior and encourage you to plan for a sober ride? (Pick one.)
Assuming the concept's main intent is to influence people to plan for a sober ride by highlighting that a bad decision to drive after drinking alcohol could result in a DUI, what grade would you give [this concept]?

Recommendation

Es Tonto Arriesgarte

With its ability to communicate the desired message and stated impact on behavior, we recommend moving forward with **Es Tonto Arriesgarte** and considering suggested improvements when producing the final advertisement:

Improvements

1. Damage to vehicles needs to be increased to avoid misinterpretation that the vehicle has minor damage.

   a) Consider showing the crash itself, as well as indications of injuries (e.g., emergency vehicles/personnel, a stretcher, casts, bandages, bruises etc.).

2. While the imagery of the victims of the crash is impactful, damage to the vehicles alone is not as effective as physical harm. Overall, the portrayal of consequences is effective and framed well through a relatable scenario.

3. Some feel that the consequences portrayed are not severe enough. Injury or death to yourself or others is considered the most severe and influential consequence, and finding a way to incorporate this into the concept would be most effective at influencing behavior.

Appendix

General Market (n=48)

Demographics

Category	Demographic	Total
Age	18 to 26 years old	50%
	27 to 34 years old	50%
Ethnicity	White	40%
	Black	23%
	Hispanic	19%
	Asian	15%
	Other	4%
Education	HS or less	4%
	Some college/vocational/tech	23%
	College graduate	63%
	Postgraduate	10%
Household Income	Less Than $50K	17%
	$50k–$99k	58%
	$100k+	25%
4 Point	Northeast	38%
Census	Midwest	21%
Region	South	27%
	West	15%
Employment	Employed	90%
	Student	8%
	Other	2%

Spanish-Speaking Market (n=24)

Demographics

Category	Demographic	Total
Age	18 to 26 years old	50%
	27 to 34 years old	50%
Birthplace	South America	38%
	Mexico	25%
	Central America	17%
	Puerto Rico	13%
	Someplace Else	8%
Education	HS or less	29%
	Some college/vocational/tech	33%
	College graduate	21%
	Postgraduate	17%
Household Income	Less Than $50K	25%
	$50k–$99k	63%
	$100k+	13%
4 Point	Northeast	17%
Census	Midwest	29%
Region	South	33%
	West	21%
Employment	Employed	75%
	Unemployed	13%
	Student	13%