

The
UNDERAGE DRINKING AND DRIVING
Project
Creative Development Research



What were we trying to learn?

What sparked **Emotional reactions**?

Which of the ideas seems most **shareable/like-able**?

Which mediums work hardest?

Points of confusion/clarity: Is there anything that could be cleared up to improve the communications?

Strengths and weaknesses: How do we improve overall?

Any differences between boys and girls?

How do we determine which campaign/idea/execution is showing the most promise?

What did we do?

Chicago, IL & Paramus NJ

We conducted six focus groups of Teen Friendship pairs (3 in each city). These teens were socially active 16-18 year old teens of driving age in each city who drink alcohol at least occasionally. They attend parties with friends and are aware of the dangers of drinking and driving.



How did we approach the conversation?

We BRIEFLY discussed their personal lives.

We rotated the three different campaign areas per group

We rotated the medium we showed first.

We discussed the idea overall and then ads individually

We talked to them about the specifics of each of the advertisements...

We talked to them about which ones they'd use to convince a friend.

1. Overall

The current context

Teens know that drunk driving is a problem that is serious.

They all know someone who does it.

They see a social stigma attached to having a DWI at school.

Yet they admit that they aren't currently likely to talk to or proactively pass on messages to their friends about drinking and driving"

The good news

Each of the campaigns get across the strategic idea.

Two of the campaign areas have particular resonance
(Party Foul & Out of Control)

In short...

Each of the campaigns have their strengths and areas that can be improved; some executions elicited instant emotional reactions: (party foul, YOU TUBE Ad, and Mobile Mom especially)

The tagline “When you drink illegally, you drive illegally” was the cause of some confusion. Many believed it was just another adult message assuming the worst... “that if I drink then I will drive.” “Who says that if we drink we’ll automatically be driving?” For others it was either confusing or not particularly resonant.

Scenarios that are most relatable to real life “moments” (even hyperbolic ones) are most resonant; The embarrassment of mom walking with son, the shame of being distrusted by your parents, the party fouls... are all moments that are instantly relatable because teens see themselves in these situations.

Snap Chat and You Tube are mediums that relate best and are highly relevant: “because we’re on it all the time”.

TV/content ideas that are most relatable to teen worries (parental disapproval, being treated like a kid, being a social out-cast or missing out).

In short...

As an “idea” Party foul seemed to get most universally well liked reactions; although executional elements should be revised to make it more meaningful.

Getting treated like a child, or the “Ultimate Party Foul” are more resonant ideas for teens than “when you drink illegally, you drive illegally”. They’re more clear, more meaningful and more shareable.

Teens sniff out ideas that appear to be “trying to be “teen”
Having someone send funny videos to me by text isn’t something I would do.

Content that uses the medium like the teens use the medium resonates more deeply and tends to be a more clear representation of the idea. (You Tube Videos, SNAP Stories)

Consequences are important but they can vary : The cop car, keys going in the car when you don’t know what’s going to happen and even losing parents trust/treating you like a baby are all serious consequences to teens.

Each campaign **hits strategic objectives** in its own unique way



Party Foul: Instantly recognizable language.

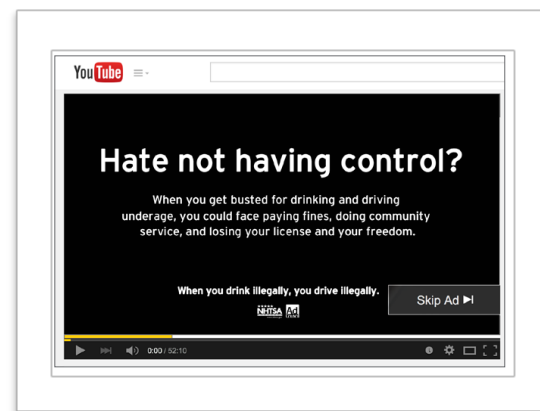
Is socially relevant for today's teen.

Most closely high-lights the moment of choice (at the party).

May connect most to the “decision” to drink and drive.

Would be entertaining — especially on social media.

Interesting enough to engage in and add to the conversation.



Out of Control: Works especially well in situations where the parent is treating teen like a child.

Awkwardness of not having control in TV makes teens “feel” the consequences.

Mediums that show vs. tell the teen what “feeling” out of control is like are very powerful.

Seems to convey multitude of consequences better than other campaigns as well (fines, community service, jail, death , etc.)



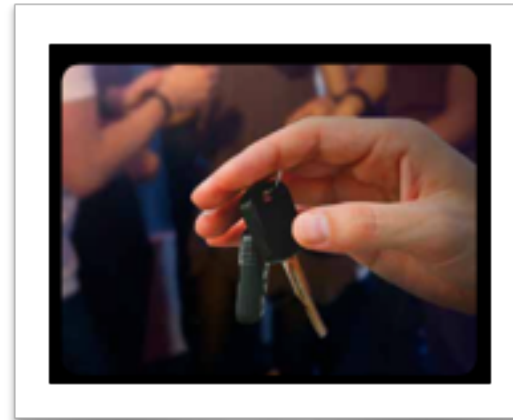
FOMO: Hits on a true teen insight — missing out on fun with other people.

The messages that seem to work best are ones that place the teen in the situation most clearly (Outdoor Board , etc.) or more “real” situations like diner.

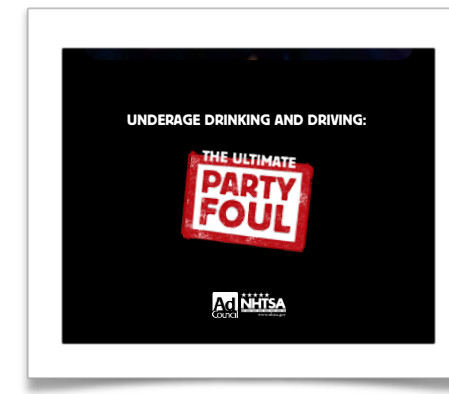
Each campaign highlights different sides of the decision point



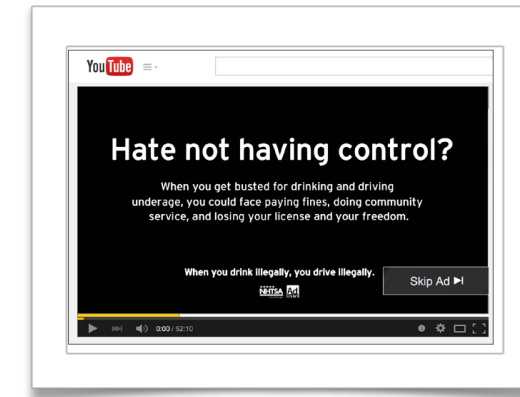
“Party Fouls are dumb decisions and that’s how I relate it to the Ultimate Party Foul is a dumb decision to drink and drive.”



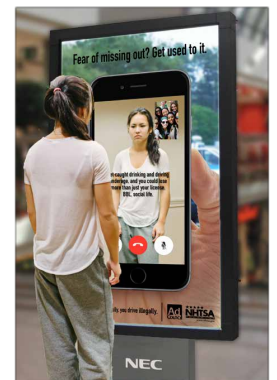
“The guy with the key in his hand makes you think about the decision that he’s about to make.”



“The cop shows you being arrested”



“Losing your independence would be the worst.”



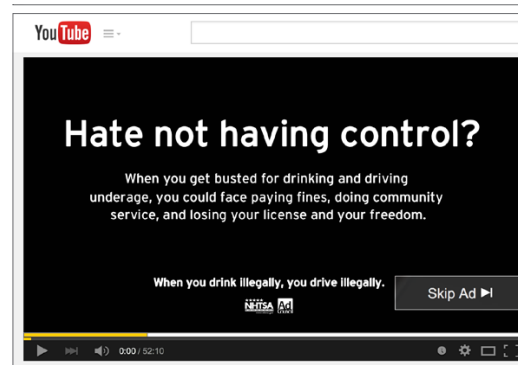
“Missing out in highlights of your year.”

Decision
to drink
and drive

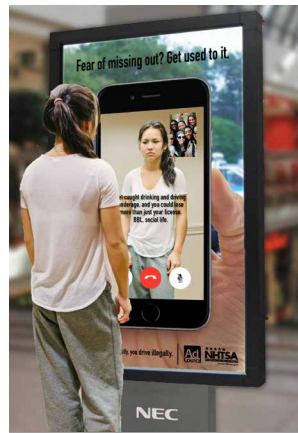
Most engaging: When teens can see themselves inside the story line



“We’ve all been there. The party fouls that are embarrassing and just kill the vibe of the party. That’s definitely something that rings true with teens. The Ultimate Party Foul is definitely something you don’t want to do.”

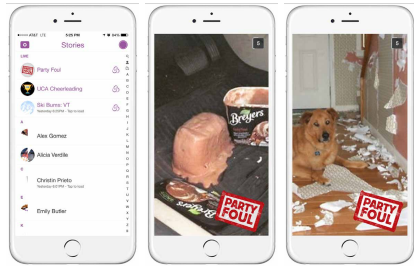


“I think we all relate to that message. As teenagers the last thing you want is to be treated like a kid again or not be in control. It’s like going back in time. It’s a very good message — especially on You Tube. That would annoy me but it would be very powerful.”



“Missing out is definitely something that we all fear. But I think the one that’s the most compelling is probably the one where you really see yourself missing out (like the Billboard). I’d definitely walk up to that in a mall or something.”

Relatability Continuum



“I’m always on Snap. Would definitely like this”



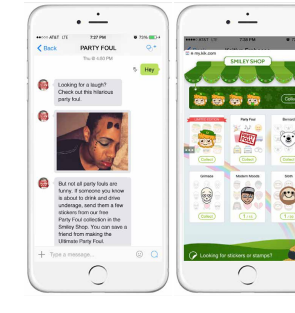
“emojis — absolutely”



“So Funny. But make sure they’re real Party Fouls.”



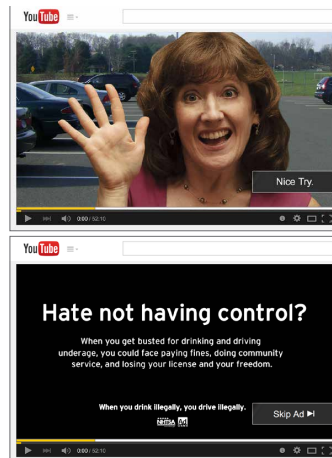
“Probably more for adults than me. And I would never be on Amazon.”



“I wouldn’t use KIK.”



“It’s trying too hard. Why is the cop there? It doesn’t seem real”



“that would be so annoying but definitely great for teens”



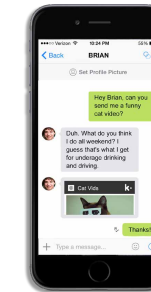
“So Awkward. We’ve all been there”



“I would definitely look at this”



“Shows him missing out which is good. But why?”



“Maybe in Snap but I probably wouldn’t do that”



“That’s not how we talk”



“I don’t think anyone would do that”



“Just because I drink doesn’t mean I would drive”

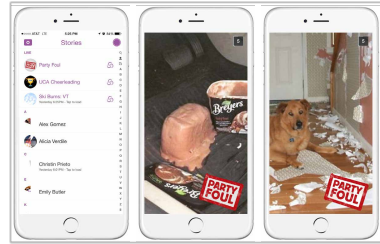
Can see myself in the idea

Adults “trying” to relate to me

2. Campaign Specifics

**PARTY
FOUL**

PARTY FOUL



What's working

The overall idea is very relatable. Every teen has done it or had friends who have done it.

This idea will be MOST relatable in an organic social medium (**SNAP Stories, you tube , etc.)**

The Ultimate Party Foul could become a much more memorable/sharable line than “drinking illegally...” based on hearing teens repeat it in groups.

The consequences in both TV spots work differently but effectively.

Emojis speak teen language immediately and feel authentic.

The SNAP Stories may be the most effective way to reach a teen closest to the critical moment (AT or NEAR A PARTY)

Areas to Optimize

Party fouls should be “real party fouls”:

- 1) It's not a party foul if it's just an innocent mistake (dress matching, toilet paper, red pepper)
- 2) You have to be attempting something stupid to make it a party foul (Playing golf inside, dunking a ping pong ball in a red cup, throwing up, jumping on something and breaking it and just killing the vibe overall).

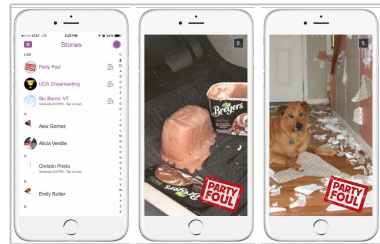


PARTY FOUL

Things to think about going forward:

Authentic Party Fouls:

“Party Related party fouls” Red Cups vs. MilkShakes, Making a mess (throwing up), Spilling
Physical Party Fouls (indoor golf, baseball etc) & Jumping off of things
Pranks gone wrong: (If red pepper is done on purpose and someone is allergic , etc.)



The keys in the car ending may have the most power because it leaves it to the imagination to fill in the most powerful consequence for them (death, arrest, social outcasting , etc.)

The more the party fouls relate to stupid decisions made by a teen, the closer the link becomes to the stupid decision to drink and drive being the ultimate party foul.

Watch-outs/questions to ask

‘In-authentic’ Party Fouls will make the idea less powerful in the real world. Think about which party fouls maintain authenticity while not overtly promoting drinking.

The social power of Snap Stories will require a letting go of some control in order to be effective.

Emojis concepts may need more help from some consequences to complete the story and work in isolation from the rest of the campaign.



OUT OF CONTROL

What's working

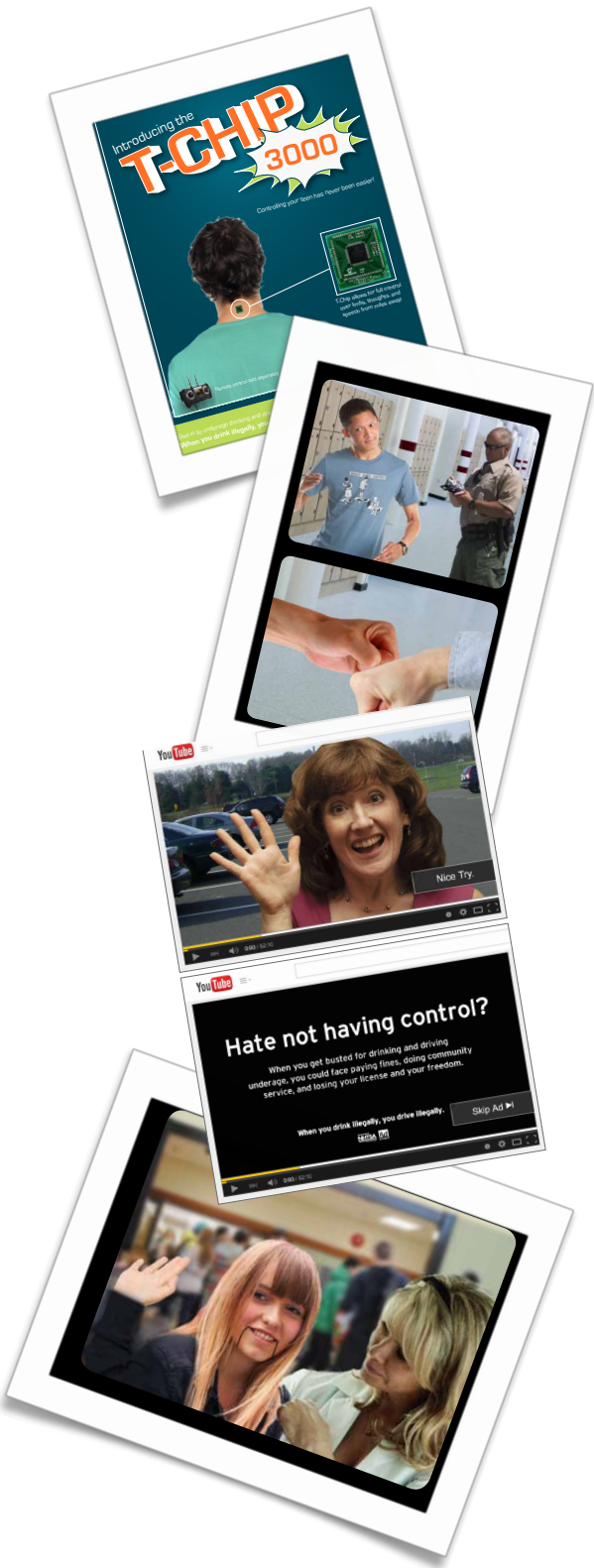
The idea of not having control or being treated like a child resonates deeply with teenagers. You tube video is a big hit. Puts teens right in the situation.

The Mom treating the son like a baby works the hardest and on many levels (I would hate to lose the trust of my parents, I would hate to lose my independence, it's relatable because we've all been there). "It makes me cringe but it's really powerful."

The consequences of losing control are powerful (community service, loss of trust, fines, license and freedom)

Social outcast feeling in robot "if we have room" to pick you up. Says I may not be allowed to hang with you anymore which is powerful.

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OUT OF CONTROL

Areas to Optimize

The Mom and Daughter feels forced: It doesn't feel as emotionally real as the Mom embarrassing the son. Part of the improvement could be to not have the mom "talk like a teen".

In the "mom and son" commercial most of the embarrassment is left to the imagination and lets the viewer see their own mom in that moment.

The cop/robot doesn't make as much sense to teens as the Mom being there with the son. It's not clear why the cop is controlling the teenager. "Is he arrested? What is the problem?"

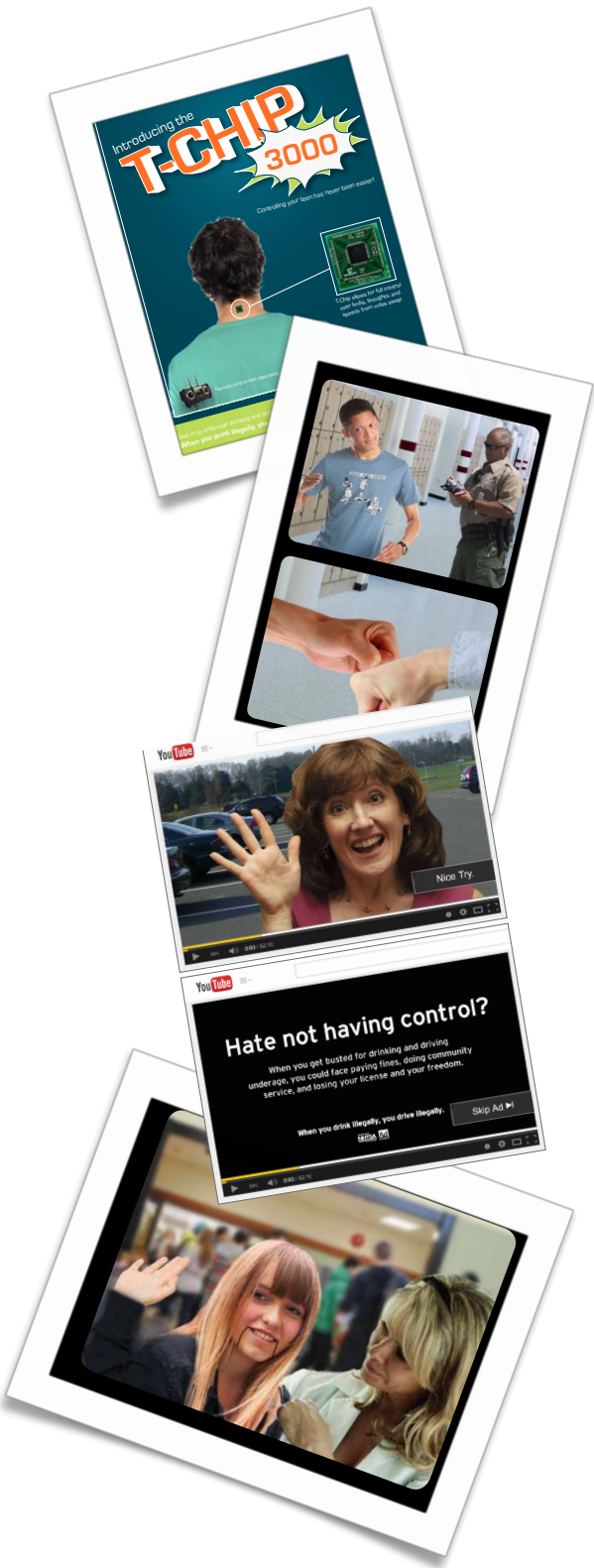
Things to think about going forward:

Real/Feasible situations are most powerful: Mom embarrassing Son & You Tube Video.

Are there other versions of you tube (taking away control) that may work to get the attention of teens?

Instead of the COP can it be a DAD? The idea of losing trust from a father may be even more powerful than a cop controlling the actions of a teen.

Think about the power of a teen voice over at the end of the spots.



FOMO

What's working

FOMO itself is clearly a teen insight.

If they understand it, the idea of not being there for something tends to make teens think.

When they can see themselves on the other end of the phone it works the best.

The outdoor media device seems interesting enough for teens to interact with.

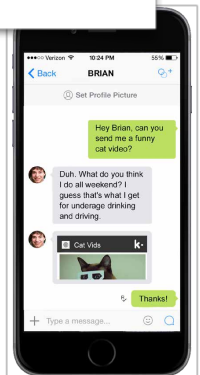
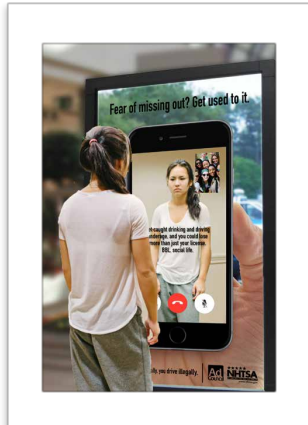
Diner works better than Prom as it feels more feasible.

Areas to Optimize

The idea is not as clearly linked to UDD as other campaigns. It's not always clear why they are missing out on something "Is he grounded? Why is he not at the diner?" If that were spelled out more clearly it may help teens understand why the situations in the ads exist.

The outdoor idea works very well as an engaging media idea. However, it may not work as clearly without the context of the other parts of the campaign.

Prom doesn't feel realistic in the situation especially to girls as they see themselves as the girl (not the one missing out on prom on the other end of the phone).



FOMO



Things to think about going forward:

While FOMO is a powerful insight, it's probably not as powerful a consequence as losing control, dying, injuring someone or losing the trust of your parents.

It may not be as motivating as the other campaigns.

Teens don't seem to need one more way to get interesting bits from the internet

Can Snap chat/you tube be used in different ways vs. face time to demonstrate what the teen just missed out on?

3. Language

Powerful words/phrases

Drink and drive underage, and that's exactly how you'll be treated.

This creates a new way to think about the issue vs. death and jail.
The power of losing independence and trust is highly relevant

Underage drinking and driving. The Ultimate Party Foul.

A more sharable tagline than others; Especially resonant
if the meaning becomes linked to “stupid decisions”

**When you get busted for drinking and driving
underage, you give up control over your life.**

**If you decide to drink and drive underage, you could
pay fines, lose your license, and lose your freedom.**

Phrases to think about/re-work

When you drink illegally, you drive illegally.

Get caught drinking and driving underage, and you can still see your friends. You'll just need a good internet connection.

4. Going forward

Going forward...

It will be critical to make sure scenarios are “real/relatable to teens” vs. those that try too hard to talk in teens language.

Snap Chat, You Tube and “maybe” Twitter may be the social media channels to focus on currently. As time evolves it will be critical to use the most current platforms: those that teens want to be seen using.

Simplify the language at the end of the spots. Some right now suffer from multiple tag-lines/takeaways and lose the power of the commercial at the end.

Further Define/Frame the Ultimate Party Foul as the “stupidest decision to make at a party," through the use of more authentic, decision based, party fouls.

Think about TEEN VO delivering tag-lines/important information in commercials: It helps teens relate to the message vs. being talked at.

Think about using DAD: Trust loss from parents is highly resonant and the father figure in certain scenarios could prove powerful.



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