HISPANIC
Creative Concepts for
NHTSA's
National Awareness Campaign to Reduce Alcohol-Impaired Driving

Focus Group Test Results
Dallas, TX 9/6/17

NHTSA

CULTURE ONE WORLD

Objectives

- Evaluate 4 original Spanish language TV ads and an adaptation of the general market ad to understand which delivers best on the Hispanic strategy to remind people that driving drunk is not worth the impact and consequences to themselves, their family and others around them.
- Decide which execution is culturally most relevant and motivational to the Spanish speaking Hispanic target.

Target Audience

- Spanish Dominant & Bilingual Latinos
  - Males
  - foreign born & living in USA less than ½ their life
  - ages 21 – 34, skewed 21 – 26
  - consume alcoholic beverages at least once a week
    - Consume 1 – 5+ drinks on each occasion
  - single and married
  - mix of educational levels & employments
  - with representation of different countries of origin

Screening

- Respondents also screened for the following:
  - Watch at least 8 hours of Spanish language TV per week
  - Admitted (said YES) to at least two of the following:
    - When having a few drinks from home, in most cases you feel OK to drive home.
    - Consider themselves more of a risk-taker compared to most other people they know.
    - After drinking away from home, use designated driver, taxi, ride-share or other alternative form of transportation only when absolutely necessary.
    - Believe police tend to over-enforce DUI.
    - For many occasions when drinking, believe it's hard to have a good time unless you get a bit buzzed.
  - Standard Security: no participant or family member works in marketing, marketing research, advertising, public relations or media – Print, TV, Radio, Billboard or Digital – law enforcement, or local, state or federal government.

Methodology

- **Focus Groups, recruiting 12 to seat 8 – 10**
  - **Group #1**: 10 male participants – ages 23 – 31, 6 Mexicans, 2 Venezuelans, 2 Cubans
  - **Group #2**: 8 male participants – ages 22 – 32, 3 Mexicans, 2 Venezuelans, 2 Colombians & 1 Salvadoran
- **Statement of Limitations**
  - ***Focus Groups*** *are a qualitative research methodology that seek to provide depth of understanding and develop insight & direction, rather than provide quantitative or absolute measures. The results are based on the attitudes and opinions of 18 participants. One person's comments may provide a unique insight or inspire a successful idea. As such, the research is most valuable when regarded as diagnostic in nature.*

Creative Materials & Order of Exposure

- 4 original Spanish language ads and a translation of the general market ad.
  - *A – Handcuffs*
  - *B – Meeting*
  - *C – No Big Deal (general market adaptation)*
  - *D – Players*
  - *E – Selfies*
- Order of presentation was **A, B, C, D, E** in Group #1 and **E, D, B, C, A** in Group #2.

Key Findings

- There was one clear winner – *Meeting* – as it conveyed the Hispanic strategy best and in the most impactful manner making respondents reflect and think twice about drinking and driving. They appreciated how it conveyed the wide range of people affected and liked that the character "made the right decision" in the end.
- *No Big Deal* also tested well because of the high impact of the accident scene, but did not deliver as strongly on the Hispanic strategy to remind people that driving drunk is not worth the impact and consequences to themselves, their family and others around them.

Key Findings

- *Players* and *Selfies* were entertaining and easy to relate to, but did not convey the message that driving drunk is not worth the risk, impact and consequences to them, their family or others. The endings were considered weak in both executions because there were no drastic consequences. They had strong entertainment value, but were not motivational.
- *Handcuffs* was hard to understand by some and did not engage participants, even though it did deliver on communicating the Hispanic strategy.
- INSIGHT: Participants felt the need for the advertising to be serious in order to make them more conscientious. This is a subject for which entertainment value is not important.

B – Meeting

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- Idea and storyline caught and kept participants' attention throughout. Considered very clear and explicit.
- Execution made respondents more conscientious of the many different and drastic consequences that can happen to oneself and that also affect others if driving while under the influence of alcohol.
- Majority thought this ad had the strongest message because it communicated the different consequences in the most impactful way; and it was the execution that could make them think twice about driving drunk.
- A few respondents pointed out that this was the only execution in which the main character made the right decision by taking a taxi at the end; and all agreed this was very positive.

B – Meeting

- There was some confusion among a few respondents at the beginning not knowing exactly what had happened and how the different characters appeared inside the car.
- Some suggested that the characters should appear in a different order starting with his wife, then the wife of the other injured man, and finally the boss.
  - However, others said that the order used builds interest to a crescendo.
- A few were confused at the end thinking the taxi scene and the policeman were one and the same.
- A few thought the copy line said by the policeman *"Your license is not the only thing you could lose"* worked better in the ***Handcuffs*** execution in which the main character "loses" his circle of people – boss, mother & girlfriends.

B – Meeting

- When probing the copy line *"Un trago de más es un trago amargo para los demás"* in the second group, all agreed this could be said by the narrator before the policeman appears and that the cop should say the campaign slogan ***Maneja Tomado y Serás Arrestado.***
  - Respondents in the first group were asked about the copy line by itself after viewing all ads and they also liked it.
  - One respondent noted that it had to be used in the context of the Drinking & Driving campaign because it did not include any reference to driving.

B – Meeting

- This execution received the highest ratings with eight scoring it 9/10 and ten scoring it 7/8.
- Recommendations:
  - Make the opening very clear that the individual has been drinking rather than just walking out of the bar or club.
    - Suggest an opening as in ***Handcuffs***
  - When filming, the appearance of the characters needs to be done in such a way that the main character appears to be looking into or thinking about the future.
  - Consider using the copy line *"Un trago de más es un trago amargo para los demás" delivered by an announcer VO and then have the policeman say* the campaign slogan ***Maneja Tomado y Serás Arrestado*** *instead of "Your license is not the only thing you could lose".*

C – No Big Deal

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- This execution benefitted from the dramatic imagery and better produced animatics as compared to the others, and as such was considered very impactful.
- But it was also effective in making participants realize the potential drastic consequence of hurting or killing someone by causing an accident while driving drunk, even though nothing physical happened to the character – he just got arrested.

C – No Big Deal

- There were several mentions in both groups that the execution should have shown the character drinking at the beginning, because this was not clear, even though it is established by the announcer VO.
- There was one mention, to which others agreed, that not all accidents are caused by drunk drivers.

C – No Big Deal

- **This execution received the second highest ratings with seven scoring it 9/10 and nine scoring it 7/8, but two scoring it 5.**
- **Recommendation:**
  - Since execution does not deliver on the Hispanic strategy to remind people that driving drunk is not worth the impact and consequences to themselves, their family and others around them, but was highly impactful, a Spanish adaption would provide a 2nd execution to be used in conjunction with the ***Meeting*** execution.
  - Because the visual imagery and cinematographic style is so strong, establish visually at the beginning that individual has been drinking as the announcer VO is not enough.

D – Players

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- Execution was very entertaining and all participants could easily relate to it, admitting they had made similar comments themselves.
- But all said it had less impact since there was no real consequence because it does not affect another person.
  - It does not make one reflect / think
  - It does not scare you
- It was even considered funny (gracioso) – many respondents chuckled while watching it. In fact, some even thought it was almost like making fun (es una burla) of drinking & driving.

D – Players

- While execution is very likable and relatable, and uses colloquial expressions, it fails to deliver on the message about driving drunk affecting others and is not impactful – does not make consumers think about the consequences of driving drunk.
- The ending was considered to fall short because all that happens is the three guys get arrested.
- **Execution had five scoring it 9/10 and eight scoring it 7/8, four scoring it 5/6 and one scoring it as 1.**
  - Execution was rated much higher in Group #1 than in Group #2.

E – Selfies

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- This ad was also easy for most participants to relate to because taking selfies is indeed something most do.
  - There was, however, a discussion about selfies being something that a younger target ages 16 – 24, or that even females, do more.
- Execution also considered humorous. Even the ending when the mug shot appears did not seem to have a serious tone.
  - It was suggested that the upbeat club music should stop when the police car appears to help portray the serious consequence of being arrested.

E – Selfies

- Also, many respondents thought the accident happened because they were taking a selfie while driving instead of because he was drunk, even though it is evident they had been drinking throughout the execution.
- **Execution had four scoring it 9/10 and eleven scoring it 7/8, with one each scoring it 5, 3 and 1.**
  - This execution was also rated higher in Group #1 than in Group #2.

A – Handcuffs

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- Several respondents were confused at the beginning and others could not identify all the situations with the other people, saying it was hard to understand.
- However, the ad did convey the message that driving drunk can have consequences for the person driving and others as well.
  - As several participants mentioned, it is about one's circle of people.

A – Handcuffs

- But it was considered too simple, unrealistic in terms of him walking around with handcuffs and somewhat boring as there was hardly any audio message, relying mostly on the “slow” video images; and as such was much less impactful.
  - Also because there was not a drastic, dramatic ending - the main character is just shunned by everyone he knows.
- **Execution had five scoring it 9/10 and five scoring it 7/8, with three scoring it 5/6, and four scoring it 4 and one scoring as 1.**
  - Has most lowest scores of all ads.

Recommendation

- There was one clear winner – ***Meeting*** – as it conveyed the Hispanic strategy best and in the most impactful manner making respondents reflect and think twice about drinking and driving.
- Move forward with ***Meeting*** but explore adding a new opening that establishes the character is coming from a drinking/partying environment. Clarify the final scene with the character getting taxi and transition to cop.

Total Ratings – Groups #1 & #2

N=18	1	2	3	4	5	6	7	8	9	10
A	1		4		1	2	3	2	3	2
B							5	5	5	3
C					2		2	7	4	3
D			1		2	2	3	5	3	2
E	1		1		1		2	9	2	2

Rating Scale: 1 (very bad) – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10 (excellent)

Ratings – Group #1 & #2

Group #1

N=10	1	2	3	4	5	6	7	8	9	10
A			1				2	2	3	2
B								3	4	3
C					1		2	3	2	2
D							2	4	2	2
E			1				1	5	2	1

Group #2

N=8	1	2	3	4	5	6	7	8	9	10
A	1		3		1	2	1			
B							5	2	1	
C					1			4	2	1
D			1		2	2	1	1	1	
E	1				1		1	4		1