

## Buzzed Driving Prevention

**Campaign Sponsor:** National Highway Traffic Safety Administration

**Volunteer Advertising Agency:** Merkley + Partners / The Vidal Partnership

### BACKGROUND:

In the past, anti-drunk driving messages have been ineffective in changing the behavior of many people. Drunk driving kills someone in America every 51 minutes, representing approximately 31% of all traffic fatalities.

Far too many people believe that you have to be “falling down drunk” to be too impaired to safely drive. The campaign hopes to educate people that consuming even a few drinks can impair driving and that the physical and financial consequences of buzzed driving can be devastating. Getting pulled over for buzzed driving could cost you around \$10,000 in fines, legal fees and increased insurance rates. Buzzed Driving is Drunk Driving.

### CAMPAIGN OBJECTIVE:

To inspire dialogue and recognition of the consequences and dangers of 'buzzed driving' and subsequently motivate people to stop driving “buzzed.”

### TARGET AUDIENCE:

- People who drink and drive yet don't consider themselves to be hazards on the roadways or drunk drivers.
- Well-meaning “average Joes” who don't mean any harm but continue to drink and drive.
- People who either feel invincible or just unrealistically optimistic about the control they have over their lives.

### DID YOU KNOW:

- In 2012, 10,322 people were killed in alcohol-impaired-driving crashes.
- In 2011, 15 percent of all drivers involved in fatal crashes during the week were alcohol-impaired, compared to 31 percent on weekends.
- In fatal crashes in 2012 the highest percentage of drivers with a BAC level of .08 or higher was for drivers ages 21 to 24 (32%), followed by ages 25 to 34 (29%) and 35 to 44 (25%).
- The proportion of drivers involved in fatal crashes with BAC levels of .08 or higher was 24 percent among males and 14 percent among females.

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