

Arrive Alive. Don't drink and drive.



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The Sense Group
Malta
2024 > 2024
#AwarenessRaising #PublicPrivate
#SocialMedia



Objective

To raise awareness of the real, raw dangers of drink driving.

Description

The primary objective of the campaign was to raise awareness among the public and public safety authorities about the serious, immediate dangers of drink driving. It was designed to be as realistic as possible, aiming to engage audiences at multiple levels through impactful social media posts.

Starting in August 2024 the campaign culminated during the ROADPOL Safety Days, which coincided with the European Commission's European Mobility Week from September 16 to 22. During this week Malta's local police directly engaged the public and promoting safe driving practices (as part of the ROADPOL Safety Days). Public and private institutions, road safety NGOs and educational organisations and insurance agencies were encouraged to support the week by organising events to spread its message.

The vibrant Maltese summer is a season of fun and enjoyment where people enjoy parties, BBQs, festas and other social gatherings. However, excessive drinking is not uncommon, and some seem unaware of the devastating consequences drink-driving can have.

Therefore, the campaign focussed on drink driving and aimed underline the fact that people might underestimate the effects of excessive alcohol consumption. The message conveyed was simple yet powerful – Arrive Alive, do not drink and drive!

The core of the campaign featured a series of images which highlight the danger, recklessness and thoughtlessness of driving drunk:

- A blood transfusion bag with the “Make sure this is not your next cocktail!” message.
- A driver looking at a map app on their phone with the “There’s no ETA when you drive drunk” message.
- Traffic signs pointing to a Hospital, a Morgue and a Prison with the “Driving drunk does not give you many options” message.
- A shark fin with the “Would you swim with a shark? Then why do you drink and drive?” message.

To further strengthen the message, a video was produced which projects the drama and chilling instances during a car crash. The Malta Police Force provided support during the filming process.

The campaign was run on social media posts (Facebook/Instagram) with information posted on the drinkawaremalta.com website. Press releases were also sent to further share the message.

Partners

Malta Police force

Results

Overall, the campaign shows varying levels of reach, impressions, and engagement across the different posts, with Post 5 achieving the highest engagement and likes.

- Post 1 reached 114,062 people. It had 273,429 impressions, 139 engagements and 17 likes.
- Post 2 reached 166,337 people. It had 408,927 impressions, 388 engagements, 30 likes, and 1 comment.
- Post 3 reached 188,390 people. It had 422,292 impressions, 153 engagements, 9 likes, and 1 comment.
- Post 4 reached 177,696 people. It had 375,815 impressions, 277 engagements, 43 likes, and 8 comments.
- Post 5 (video) reached 325,800 people. It had 621,000 views, 816,596 impressions, 264 engagements, 676 likes, and 17 comments.
- Post 6 reached 225,940 people. It had 397,758 impressions, 209 engagements, 32 likes, and 1 comment.
- Post 7 reached 262,738 people. It had 287,000 views, 430,504 impressions, 57,483 engagements, 115 likes, and 1 comment.
- Post 8 (survey) reached 107,085 people. It had 113,977 impressions, 87 engagements and 1 like.

Measurement & evaluation

Results of a survey carried out after the campaign shows that:

- Socialising Habits: Almost 60% of respondents socialised the same amount as previous years, of which almost 80% reported consuming alcoholic beverages while socialising.
- Alcohol Consumption: Among those who consumed alcohol, almost 40% reported drinking the same amount as previous years and just over 20% reported drinking less than as previous years.
- Campaign Awareness: Almost 40% have seen campaign advertising against excessive consumption. Common sources of these adverts include billboards and Drinkaware promotions.
- Brand Awareness: Around 45% of respondents have heard of Drinkaware Malta.
- Adverts: 50% have come across the campaign, of which around 85% understood the message portrayed.
- Impact of Adverts: Around 55% said that the campaign made them think about their personal alcohol consumption. Those who were not influenced cited reasons such as not drinking and driving, always using a taxi and not exceeding the drink limit when driving.

(Social media survey - Audience size: 3,020. Number of answers: 734)

Website

<https://www.drinkawaremalta.com/>

Downloads

Videos

5: Arrive Alive Car Crash

Photo gallery



