



Don't Drink and Drive



Austrian Spirits Association

Austria

2017 > 2024

#AwarenessRaising #Receipt #On-trade



Objective

- To raise awareness of the immediate dangers of drink-driving.
- To promote the safe and responsible consumption of alcoholic drinks.

Description

The campaign aims to highlight that drink-driving is dangerous and points out potential risks of driving while intoxicated.

First rollout: 2017

The campaign was first launched in 2017, focusing on drivers in the on-trade sector. To highlight the risk of material damage - especially to the health and lives of drivers, other motorists or pedestrians, as well as the potential financial consequences - fictitious receipts were handed out. These receipts provided a hypothetical breakdown of costs associated with an accident caused by drink-driving, listing expenses such as "Towing: 300 €", "Car repair: 5,500 €" and "Administrative fines: 1,350 €". The receipt asked, "is it really worth it?" and encouraged drivers to opt for alternative transport options, such as public transport, taxis, or asking a sober friend for a ride if they had been drinking. In addition, leaflets and posters were distributed to reinforce the campaign's key message: "drinking and driving don't mix". These materials also provided behavioural tips and urged individuals to avoid drink-driving by choosing safer transportation alternatives. In 2018, the campaign was promoted at "Wiener Wiesn".

Second rollout: June to December 2024

According to Statistics Austria, 8% of all road accidents involving personal injury (2,775 out

of 34,869) were alcohol-related in 2022, the highest share recorded since digital records began in 1992. These accidents resulted in 3,519 injuries and 26 fatalities, accounting for 7% of the total 370 road deaths that year (further information [here](#)). In 2023, Statistics Austria reported that 7.5% (1,739) of all road accidents with personal injury were alcohol-related, marking the second-highest figure since digital records began. Additionally, 75% of all drivers with measured alcohol levels had a blood alcohol content (BAC) of at least 1%, while 13% exceeded 2% (further information [here](#)).

Given these alarming trends, the association felt it was time to act and decided to relaunch the campaign. To raise awareness that drinking and driving don't mix, the campaign was kicked off at the start of the European Football Championship. From 14 to 16 June, sales representatives from member companies of the association distributed €10 Bolt vouchers and campaign information cards in bars across Vienna, Linz, and Graz. The goal was to highlight the dangers of drink-driving and to emphasise that there is never a need to drive under the influence. Drivers were encouraged to use the Bolt vouchers to get home safely, avoiding accidents that could endanger themselves and others.

In addition, during European mobility week and "ROADPOL Safety Days" from 16 to 22 September, the campaign was further reinforced through a press release, sending a strong message in support of road safety. The initiative underscored the spirits industry's commitment to minimising the risks associated with alcohol consumption on the road. The industry's participation in European Mobility Week aimed to promote safe alternatives for getting home, such as mobility services like Bolt, designated drivers, or public transport. Further, in November, the campaign expanded to social media with an influencer-driven initiative. In collaboration with high-reach content creators, the campaign sought to increase awareness-particularly among young people-about the dangers of drinking and driving.

Finally, a dedicated campaign banner and landing page were created within the existing www.verantwortungsvoll.at website, accompanied by a newly developed logo. The landing page serves as a permanent resource highlighting the dangers of drink-driving and providing an overview of key initiatives, including the Bolt voucher campaign. For photos from the campaign's kick-off event, see the APA photo service [here](#).

Partners

2017: Clubs, bars and restaurants nationwide

2024: **Bolt** (a European mobility app); Partner bars in Vienna, Salzburg and Graz; Influencers **Dennis & Luca**, **Anna Chiara**, **Bruman Rockner** and **Austriasginger**.

Results

2024:

- 117 partner bars in Vienna, Salzburg and Graz took part.
- 1,500 Bolt vouchers were redeemed (approximately 12% of the vouchers distributed).

- June press release coverage: The release was taken up by 11 sites reaching 2,140,200 people. The top three (Heute, Kurier.tv and Wienerbezirksblatt.at) sites reached 1,823,000 alone.
- September press release coverage: The release was taken up by 5 sites reaching 80,700, with the top (Austrian roadmap, a newsletter) reaching 50,000 alone.
- Traffic to the website increased in September (10,400 unique visitors) and October (12,600 unique visitors) due to the campaign.
- Influencers: Posts by **Dennis & Luca** reached 153,000 (119,000 impressions), **Anna Chiara** reached 39,000 (6,736 impressions), **Bruman Rockner** reached 35,900 (24,700 impressions) and **Austriasginger** reached 35,600 (28,600 impressions).

2017: 168 clubs, bars and restaurants nationwide took part.

Measurement & evaluation

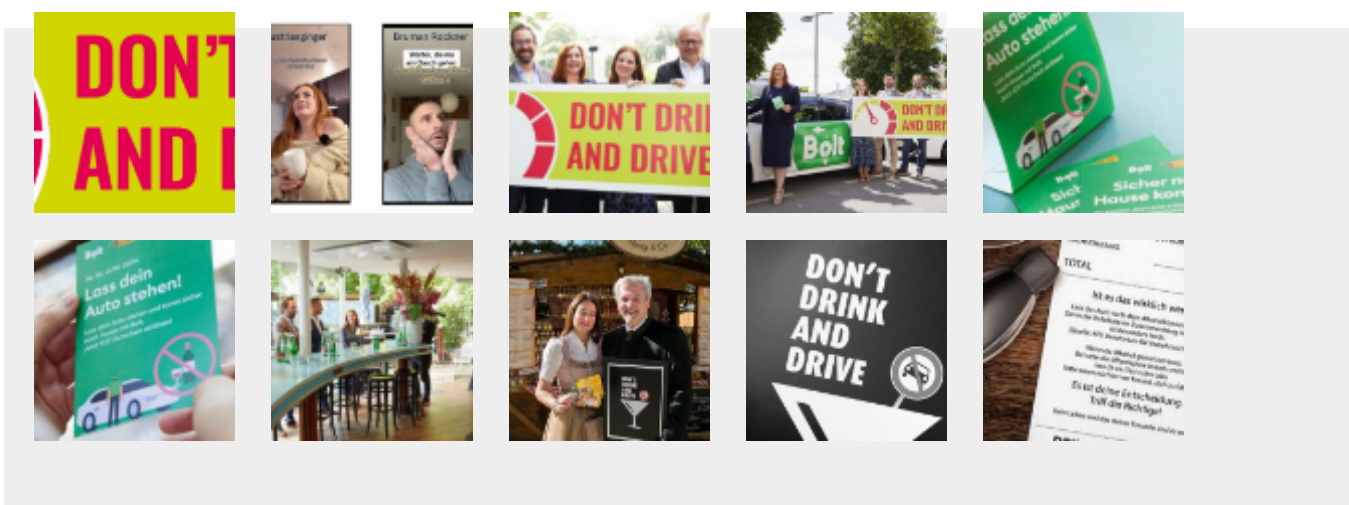
2017: Most of the clubs, restaurants and bars have reacted very positively and felt that it is a good initiative to support. Customers were curious and inspired by the leaflets and posters and the receipts were authentic and attention-grabbing.

Website

<https://www.verantwortungsvoll.at/dont-drink-and-drive/>

Downloads

Photo gallery



Documents

Press Release-June 24 (in German) (pdf - 0.12 Mo)

Press Release-September 24 (in German) (pdf - 0.24 Mo)