

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 run in 2017, where it focussed on drivers in the on-trade. To highlight the risk of material damage - especially to the health and lives of themselves, other motorists or pedestrians resulting in financial consequences, fictitious receipts were handed out to any drivers. The receipt gives a fictitious example of the cost of an accident due to drink-driving. It lists items like "Towing: 300 €", "Car repair: 5,500 €" and "Administrative fines: 1,350 €". The receipt asked if it is "really worth it" and went on to advise using public transport, taxi or asking a sober friend instead if the driver has drunk alcohol. In addition, leaflets and posters were distributed which highlight the campaign's key "drinking and driving don't mix" message. They also listed behavioural tips and made an appeal not to drink-drive but to use another means of transport instead. In 2018, the campaign was promoted at "Wiener Wiesn".

Second rollout: June to December 2024

According to Statistics Austria, 8% of all road accidents with personal injury (2,775 of 34,869) were alcohol-related in 2022. This is the highest share since digital records started

in 1992. 3,519 people were injured in these accidents and a further 26 were fatally injured (7% of total 370 fatalities) (further information [here](#)). For 2023, Statistics Austria figures showed 7.5% (1,739) of all road accidents with personal injury were alcohol-related (the second-highest figure since digital records began). 75% of all drivers with measured alcohol levels had a blood alcohol level of at least 1%, 13% had more than 2% (further information [here](#)).

Therefore, the association felt it was time to try to reverse this trend and the decision was taken to re-launch 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. Bolt-vouchers worth €10 and campaign information cards were distributed in bars in Vienna, Linz, Graz from 14 to 16 June by sales representatives of the member companies of the association. The aim was to create awareness of the risks of drink-driving and to show drivers that it is never necessary to drive while drunk. Drivers were encouraged to use the Bolt voucher to get home safely without risking an accident endangering others or themselves.

In addition, during European mobility week and "ROADPOL Safety Days" from 16 to 22 September, the campaign was supported by a press release to send a strong signal for road safety. It sent a clear message: the spirits industry is taking responsibility and is actively committed to minimising the risks of alcohol consumption on the road. As an industry, it is important to get involved in the European mobility week and to show alternative ways of getting home. For example, the dangers of driving while under the influence of alcohol can be minimized by using mobility providers such as Bolt, pre-determined drivers or public transport.

Further, in November, a social media influencer campaign took place. In cooperation with high-reach content creators and influencers the campaign aimed to make young people in particular more aware of the dangers of drinking and driving.

Lastly, a banner and a dedicated landing page for the campaign were also created within existing www.verantwortungsvoll.at website and a new logo was developed. The landing page is a permanent base where the dangers of drinking and driving are pointed out and an overview of the measures taken, such as the voucher campaign with Bolt, are listed. For pictures of the kick-off event see the APA photoservice [here](#).

Partners

2024

- **Bolt** (a European mobility app)
- Partner bars in Vienna, Salzburg and Graz

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.

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

Measurement & evaluation

2027: 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

