



The bill you do not want to pay



СМЕТКАТА, КОЯТО НЕ ИСКАШ ДА ПЛАТИШ

spiritsBulgaria

Bulgaria

2019 > 2019

#AwarenessRaising #Receipt #On-trade



Objective

- To increase awareness of the risks related to drink-driving.
- To increase awareness of the effects of alcohol on driving.
- To reduce the number of alcohol-related accidents.
- To increase awareness of drink-driving laws and BAC levels.

Description

The idea of the campaign is to help drivers understand that drink-driving is dangerous. Central to the campaign is a fictive receipt which shows the possible cost of an accident such as loss of life, damage to a vehicle, hospital stay and treatment, and, court and lawyer's expenses. The receipt also highlights the fact that drink-drivers are not covered by insurance and all costs must be met personally. It recommends alternative ways of getting home such as a taxi or public transport.

In 2019, the campaign was aimed at young drivers in the on-trade (night clubs, bars and discos) who are more likely to drive after drinking alcohol and run during the season of the prom balls (when young people celebrate school graduation). It was comprised of two parts:

- Presentation about the campaign: It was held at the Sofia Bar Show, one of the most prominent bar & equipment events. It was given by Stefan A. Shterev, a famous Bulgarian actor who is committed to helping to lowering the number of drink-drivers.
- On-trade activations: In addition to the normal receipt, an additional one was handed out which contained the fictitious cost of an accident due to drink-driving. This shock factor enabled conversation about the risks of harmful use of alcohol and the alternatives for going back home safely. The receipts were distributed both by the promotion team (first night) and by the outlet staff.

In 2023 and 2024, the receipt was distributed during the **Roadpol Safety Days - The Bill You Do Not Want To Pay** campaign.

Partners

Ministry of Internal Affairs and Bulgarian Association of Victims of Crashes

Results

On-trade venues and staff participated with great enthusiasm and pleasure. 13 on-trade venues in Sofia and 2 in the Bourgas region took part. About 100 people were reached at each venue. There were 14 interviews and publications about the campaign.

Measurement & evaluation

95% of those who received the receipt claimed that they had chosen to leave the venue by taxi, a drink and drive company or public transport.

Downloads

Photo gallery



