

---

## Alcohol and the morning after Brief Form

---

Brief supplied:	10.3.17
Q&A:	16.3.17
Completion:	25.5.17

### 1. Background/business issue

Many of us enjoy a good night out with a few drinks and good company. While most are well aware of the risks associated with drinking and driving, the dangers of driving the morning after having a few drinks is less understood. Heavy drinking and/or drinking late into the night can easily leave you with blood alcohol levels that are too high to drive legally or safely the next morning. The amount of time that alcohol stays in our system is not something that is widely understood by the general public. Keeping track of what you drink and allowing enough time to recover are vital if you need to drive the morning after. Below are some guidelines that have been published by the National Road Safety Partnership Program.

**Keeping track of what we drink:** Keeping track of the number of standard drinks allows you to keep track of the amount of alcohol you have consumed. Different types of liquor contain different amounts of alcohol – the number of standard drinks equivalent to the usual measures of different types of drink is shown below. Note that a glass of wine (125 ml) contains almost the same number of standard drinks as a much larger schooner of beer (425 ml).

Standard Drinks	
Glass of wine 1.5 	Schooner (435ml) 1.6 
Spirit shot 1 	Stubby (375ml) 1.4 
Pot (285ml) 1.1 	Pre-mix spirit 1.5-2.1 

**Recovering:** Allow at least one hour for your body to process each standard drink. Suppose you have drunk 6 pots of full strength beer, equivalent to  $6 \times 1.1 = 6.6$  standard drinks. If you had the last drink at 2.00pm, you may not be safe to drive until 9.00pm that day. Remember – this is a guide only. Everybody is different and you should always allow some extra time to be safe. Trying to judge exactly how much you can get away with drinking and the latest you would have to stop drinking is a risky strategy that is inviting trouble – a crash, a drink-drive conviction or disciplinary action.

**Traps and how to avoid them**

There are some recognised traps to beware of – and ways of avoiding them

The trap	What to do
1. Losing count of your drinks – easily done when you're enjoying the social scene, especially once you've had a few drinks.	Set out with a clear plan to count your drinks at stick to it. Drink some water or other non-alcoholic drink between alcoholic drinks. Do not allow anybody to refill your glass until it is empty – topping up half full glasses is a sure way to lose track of what you have drunk.
2. Losing track of time - easily done when you're enjoying the social scene, especially once you've had a few drinks.	Make a commitment to stop drinking at a particular time; tell the people you are with about your plan so they can remind you if need be.
3. Glasses are often bigger than standard drinks	A frequent trap in homes, at barbecues, etc. Try to make sensible allowance for this.
4. Alcohol can be stronger than you realise	Be aware of what you are drinking, particularly sprits with mixers. Always make sure you see how much spirit is in the glass before the mixer is added.

**2. Competitive environment**

There is a lot of 'noise' in this category, with a number of major road safety and other public injury prevention and health promotion campaigns running at any one time. As such, the creative execution for this campaign will need strong cut-through to stand out from the crowd, reach and make an impact on the target audience.

**3. Marketing objective**

To raise awareness of this issue and its associated risks, ultimately changing behaviour to reduce the incidence of people driving the morning after a night drinking with blood alcohol levels that are too high to drive legally or safely.

As there has never been a major campaign focussed on this issue in Australia, awareness and education of the risks among the target audience is vital.

**4. Target market (demographics, attitudes/behaviour, insights)**

This campaign is targeted at 18-25 year old Australians with a driver's licence, and their peers.

They are a very socially active demographic and most likely to discuss and influence the behaviour of their peers about issues such as this.

**5. Campaign messaging**

Keeping track of what you drink and allowing enough time to recover are vital if you need to drive the morning after drinking the previous night.

**6. Deliverables**

- A presentation of your campaign (pdf) that you will present to the panel on screen in a boardroom, that includes:

- Your approach to the brief and the thinking behind the campaign creative concept. Consider secondary research, target audience insights and messaging strategy.
  - Creative concepts for the campaign, applied across various media (at least two different media applications).
  - A basic media plan showing how, where and when the campaign will be executed and explaining how the target audience will engage with the campaign.
- A printed A1 poster of your concept.

## **7. Media**

Consider which media will be most effective in reaching the target audience with the campaign message and achieving the marketing objectives of the campaign.

## **8. Budget**

\$500,000 media budget as a guide.

Unlimited creative/production budget.

## **9. Timing**

Brief supplied: March 10<sup>th</sup>, 2017

Student Q&A: March 16<sup>th</sup>, 2017

Completion and presentation: May 25<sup>th</sup>, 2017

-----

## **10. Appendices:**

10.1. The following links provide resource material and statistics that are relevant to this brief.

<https://www.towardszero.vic.gov.au/safe-people/focus-areas/drink-driving>

<http://www.tac.vic.gov.au/road-safety/statistics/summaries/drink-driving-statistics>

10.2. A reference document has been supplied with this brief. *'Towards Zero – building a safe road system for Victoria'* details the TAC's vision for road safety in Victoria and how they seek to achieve it. This provides some good general context on the issue of improving road safety in Victoria.

10.3. Below is some additional information provided by the National Road Safety Partnership Program (NRSP) on drink driving.

## NRSP – Drink Driving:

### **Background and Tips**

[http://www.nrspp.org.au/Pool/Resources/drink-driving-fs\(1\)\(1\).pdf](http://www.nrspp.org.au/Pool/Resources/drink-driving-fs(1)(1).pdf)

- Drink driving remains a major contributor to fatalities and injuries on Australian roads, even though an illegal BAC limit has been in place for over 25 years.
- Tips for staying safe
  - Organise a driver who will not be drinking or using any other drugs
  - Make alternative transport plans
  - Use public transport or a taxi
  - Stay overnight

### **What can I drink?**

[http://www.nrspp.org.au/Pool/Resources/drink-driving-fs\(1\)\(1\).pdf](http://www.nrspp.org.au/Pool/Resources/drink-driving-fs(1)(1).pdf)

- To remain under the BAC limit males can have 2 standard drinks in the first hour and 1 standard drink every hour after that. Females can have no more than 1 standard drink every hour.

### **Blood Alcohol Concentration (BAC)**

- <https://www.tac.vic.gov.au/road-safety/tac-campaigns/drink-driving>
  - BAC is a measure of grams of alcohol in the body per 100 millilitres of blood. The legal limit is 0.05.
  - **BAC levels and their affects:**
    - 0.02 to 0.05 BAC - the ability to see or locate moving lights correctly is diminished, as is the ability to judge distances. The tendency to take risks is increased, and the ability to respond to several stimuli is decreased.
    - 0.05 to 0.08 BAC - the ability to judge distances is reduced, sensitivity to red lights is impaired, reactions are slower and concentration span shorter. *At 0.08 BAC drivers are five times more likely to have an accident than before they started drinking.*
    - 0.08 to 0.12 BAC - euphoria sets in, overestimation of one's abilities leads to reckless driving, peripheral vision is impaired (resulting in accidents due to hitting vehicles in passing) and perception of obstacles is impaired. *Drivers are up to 10 times more likely to have an accident.*

### **Statistics**

- <https://www.tac.vic.gov.au/road-safety/tac-campaigns/drink-driving>
  - 1 in 5 drivers and motorcycle riders killed in the past 5 years had a BAC above the legal limit of 0.05
- [http://www.nrspp.org.au/Pool/Resources/drink-driving-fs\(1\)\(1\).pdf](http://www.nrspp.org.au/Pool/Resources/drink-driving-fs(1)(1).pdf)
  - Drink driving is the number one contributing factor in approximately 30% of fatal crashes in Australia.
- <http://www.pnas.org/content/113/10/2636.short>
  - Observable drug/alcohol impairment increased the crash risk ~35.9 times and had a prevalence of nearly 0.1%.