



# Drug-Impaired Driving Prevention



# Ad Council 101

The Ad Council's mission is to convene the best storytellers to educate, unite and uplift—by opening hearts, inspiring action and accelerating change. We won't stop until we live in a society where every single person can thrive.

OUR MODEL

**Our unique convening power allows us to create exponential impact at scale**



**Our superpower  
is securing  
exceptional  
value and scale  
in donated  
media and  
services.**

**~ \$1  
Billion**

---

CY2024

# Drug-Impaired Driving Prevention Campaign

# Campaign Objective

To get young men ages 18-34 to doubt the claim that it's safe to drive after consuming marijuana.

By planting that seed of doubt and encouraging our audience to recognize the risk of driving impaired by marijuana, we remind our target audience that if you feel different, you drive different.

## Target

Men ages 18 to 34

- Young Independents (ages 18 – 25)
- Maturing Millennials (ages 26 – 34)

## Call-to-Action

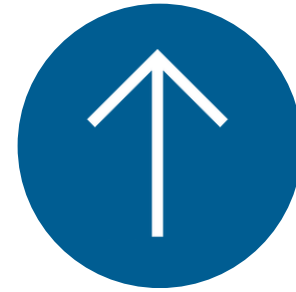
If you feel different, you drive different.

Don't drive high.

# Main Issue Points



Marijuana has become increasingly available



Increase in cannabis-impaired driving



Public perception doesn't match the dangers

# But We Know



Marijuana use slows reaction time



Combining substances results in impairment at levels that would be insignificant on their own



Consuming cannabis is associated with 20-30% higher odds of a motor vehicle crash



THC concentration in the blood does not correlate with driver impairment



Marijuana impairs the skills associated with safely driving a vehicle



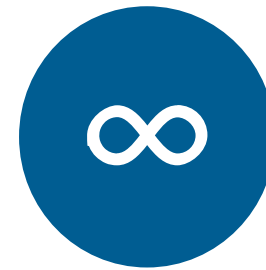
Driving impaired is illegal everywhere

# Target Research & Insights

# Key Learning



**Diverse applications**, to be used in a variety of settings: bond, relax. Gives sense of control you don't get with alcohol.



**Knowledgeable** about the various forms and strains, feel educated.



**Believe** certain activities are “not ok” to do high: working, child care).

Unfortunately driving isn't one.



**Overconfidence** due to perceived low risk, short drives or belief they won't “get caught.”



**Want** to be told the real consequences and dangers directly and succinctly but just being illegal isn't enough of a deterrent.

## Our Challenge

**Break down the target's justifications, educate drivers on the consequences of driving high, and be direct with them, all while ensuring we are squarely focused on addressing driving high, not cannabis use.**

# Strategy

What are we making?

**An integrated campaign that measurably raises awareness of drug-impaired driving.**

Despite people having more information than at any time in human history, not to mention showing comparative restraint when it comes to many other substances, drug-impaired driving is becoming an increasingly relevant problem in America.

---

What are we selling?

**Consequences.**

There are inherent challenges in tying drug-impaired driving to real world consequences. But the connections are there, and the consequences are real, and our job is to bring them to light, because nothing will be more effective.

---

What do we believe?

**There is power in leveling with people.**

We could try to cosy-up to our audience, try to prove we're just like them. Or we could seek to entertain them, and take pains to avoid hurting their feelings. But that would get us nowhere. Telling it like it is may not make people 'happy', but it's often what they crave, and it's a proven tool when it comes to changing behavior.

---

What do we stand for?

**The uncomfortable truth.**

There's an entire spectrum of consequences to drug-impaired driving. From reputational damage and financial distress, to grievous injury and death. This may not be welcome news for some in our audience, but it's incumbent on us to deliver the truth in a way that's hard to argue with.

---

What are we against?

**Willful ignorance.**

As our research proves, many people know that drug-impaired driving is wrong. But the lack of solid consequences gives them a perpetual out. We're here to fill-in the blank, and preclude our audience from offering any excuse.

# Creative

# NHTSA's Traffic Safety Marketing

<https://www.trafficsafetymarketing.gov/>

## Access Social Norming

### SOCIAL NORMING

#### **If You Feel Different, You Drive Different**

Drug-Impaired Driving

*This campaign runs year-round, when high-visibility enforcement is not taking place, and focuses on social norming as a way of deterring drug-impaired driving.*

[Learn More →](#)

### ENFORCEMENT

#### **Drive High, Get a DUI.**

Drug-Impaired Driving

*This high-visibility enforcement campaign runs during specific times of the year. Messaging should include the consequences of drug-impaired driving and be supported by increased law enforcement.*

[Learn More →](#)

# Engaging Media

# Elements of a Strong Pitch



## Research prospective partners

Understand prospective partner's audience, their business goals, social impact efforts they care about and are currently or have supported in the past.



## Highlight audience relevance and key seasonality

Emphasize how your issue is relevant to their audience while also articulating how it may be pertinent to current events, seasonal trends or local happenings.



## Emphasize Community Benefit

Clearly explain how the campaign benefits the community and is aligned with the partner's social impact interests and/or goals.

# Elements of a Strong Pitch



## **Reinforce How the Relationship is Mutually Beneficial**

Demonstrating examples of how your proposed partnership is mutually beneficial fosters trust and potential for long-term collaborative opportunities.



## **Provide Easily Accessible Assets and a Clear Ask**

Ensure creative materials meet technical specs and are easy for media partners to use and share. Additionally, create a concise email pitch that summarizes your campaign, call to action and what it is you'd like the media partner to do.

# Donated Media and Beyond

***DONATED MEDIA*** 

Media provides support/placement without payment (TV spot, OOH, print, radio)

***OWNED MEDIA*** 

Website, social, blogs, email/newsletters

***EARNED MEDIA*** 

Local news coverage, influencer mentions, word-of-mouth

# Donated Media and Beyond

**Think outside the box and be creative:**

- Bathrooms
- Bars
- Cannabis shops or surrounding stores
- Sporting or music venues
- Gyms

# Media Basics

# Sample Questions for You to Ask

---

- **Does your company have a specific policy regarding PSA support?**
- **Are you currently focusing on a particular issue?**
- **Has highway safety ever been a focus of your company?**
- **Are there upcoming events, programs, other initiatives that we can work together on?**
- **Does your company share resource links on its website or through social?**

# Getting Started: Who to Target

---

- **Identify and prioritize your best media prospects**
  - Programs targeting people 18+
  - Relevant reporting and reporters/editors
  - Online research - media websites
  - Your personal media contacts
- **Schedule face-to-face meetings when possible, or contact by phone, mail, email**

# When to Schedule Outreach

---

- **Throughout the year**
  - Especially timely around key cannabis moments (4/20, 7/10, Thanksgiving)
- **Prior to local events**
- **When new research or news is available**

# Be Prepared

---

- Plan the key points you want to make
  - Goals and target of the advertising/messaging
  - Insights driving (PSA) message strategy
  - Research and statistics, local when available
  - Underscore relevance of issue to the community (local stories, results, programs, events, partners, anecdotal information)
  - Fulfillment, call-to-action
  - Emphasize year-round need

# Be Prepared

---

- **Keep the tone relaxed and friendly**
- **End with an ask**
  - Run the PSAs
  - Include content about drug-impaired driving prevention, state-level data, local stories, and any resources on issue
  - Reiterate availability of spokespeople for interviews and information for special reports
- **Include leave-behind materials (or links to them in follow ups)**

# Close the Loop

---

- **Send a note of thanks after your meeting and after you see/hear PSA support**
- **Respond quickly to unanswered questions**
- **Follow up a few weeks later to inquire whether additional information is needed; Ask about plans/ability to support the PSAs/messaging**
- **Reiterate that you are a resource for them**

# Sample Questions for You to Ask

---

- **Does your company have a specific policy regarding PSA support?**
- **Are you currently focusing on a particular issue?**
- **Has highway safety ever been a focus of your company?**
- **Are there upcoming events, programs, other initiatives that we can work together on?**
- **Does your company share resource links on its website or through social?**

# Top 10 Media Outreach Tips

---

- 10. Anticipate and prepare answers to questions that may arise**
- 9. Create an outreach plan: identify your best media prospects, set a timeline**
- 8. Prepare your “pitch”**
- 7. Make an “ask”**
- 6. Leave behind/emailable package of information and PSA materials**

# Top 10 Media Outreach Tips

---

- 5. Respond quickly to unanswered questions**
- 4. Invite media to your events**
- 3. Keep the media informed**
- 2. Acknowledge your media supporters**
- 1. Connect the issue and the PSA/message to the community**