



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018 Case Study

Agency Name: MBM
Advertiser Name: Cheers and Uber
Gold Beacon Award Category: Best Creative Media Idea

A Message from My Sober Self

Binge drinking is a major issue among young adult New Zealanders, and Cheers and Uber teamed up to tackle the issue. By engaging the audience while they were on their night out, MBM drove social and behavioural change, and won Gold in the Best Creative Media Idea category in the Beacon Awards.

Background

The NZ Drug Foundation says alcohol causes more harm in this country than all illegal drugs combined, with binge drinking most prominent amongst young adults.

Cheers (the body for responsible drinking) and Uber (New Zealand's biggest ride service) wanted to team up to tackle this rising issue, but their target audience was reluctant to take advice from anyone else when it came to making choices, especially around drinking.

Campaign Objective

MBM was tasked with:

- announcing the Cheers Uber partnership and its reason for being.
- breaking down the barriers to planning a night out and educating young adults on the benefits of doing so.

For Cheers, this meant reminding the audience to eat, drink water, pace drinking, and look out for their mates. For Uber, it meant getting young adults to plan to use *their* service to get home.

MBM needed to change the behaviour of stubborn young Kiwis, get them to drink responsibly and head home at a reasonable hour, safely.

Campaign Overview

Agency research groups of participants aged 18-25 revealed MBM's two guiding insights that Young Kiwi adults do not like to be told what to do (especially when it comes to 'being responsible') and they do not 'plan' their night out.

To convince the audience of 'night-outers', to change their behaviour, MBM identified that it would need to talk *with* them not *at* them. Its strategy would be to have a real-time conversation with young Kiwi adults during their night out in a way that 'speaks' to them, using a platform or channel they consume actively, and by delivering a solution more exciting and beneficial than those few last drinks.

Using the mobile phone gave MBM the closest possible touch point to the audience's night out and one that would be ever present and engaged with.

The agency used Facebook Messenger as a behavioural change tool to deliver its strategy, creating a 'Chat-Bot', as a way for users to receive messages from their sober selves on their night out in real-time.

Media Strategy

There were two key elements to the strategy: a Facebook Messenger Bot, and helping young adults to form new habits around going out.

With the creative agency, MBM developed The Sober Self Bot. This bot prompted users to send encouraging reminder messages to themselves to drink responsibly and get home safely with Uber. A click through from Messenger took them to their Uber account and offered a 25% discount – valid for an hour to incentivise leaving on time.

Facebook ads announced the Cheers and Uber partnership and encouraged bot usage, while cult duo, Jono and Ben, were recruited to help launch the campaign. Street posters in locations close to bars and restaurants that the audience frequented were used to further encourage bot engagement.

To help encourage the formation of new habits around going out, tailored messaging through Facebook was deployed when a night out was 'top of mind' – e.g on Thursday and Friday afternoons and evenings, Saturday lunchtime and evenings.

MBM built custom audiences across Facebook that matched back to users Uber data and tailored communications to them around use of the bot and future Uber discount codes.

Results

MBM successfully helped Cheers and Uber take on the challenge of binge drinking amongst young Kiwi adults with 157,877 interactions with the Sober Self Bot during the campaign period,

13,157 of which were unique users. It also drove new habit formation, with 60% of bot users returning to use it again. MBM also nearly doubled its target of 2000 Uber discount code claims.