



New Zealand Effie Awards 2015

Case Study

Category:	Grand Effie Sustained Success
Award:	Gold
Agency:	Clemenger BBDO
Client:	New Zealand Transport Agency
Title:	Legend

Summary

Good people with the right intentions make dumb calls after drinking. Instead of blaming young people for making the wrong call, Clemenger BBDO's "Legend" campaign for New Zealand Transport Agency showed them a way to take action to stop a mate from driving drunk. Ghost Chips presented a story that was unexpected, fresh and funny. In a category where youth-targeted campaigns wear out in less than two years, Ghost Chips still resonates strongly three years on.

Key Learnings

The goal was simple: stop young guys from driving drunk. □ Not so simple was getting young, drunk guys to listen to a government message, warning them of what could go bad after a good night out with mates. They'd heard it all before and had tuned out.

Using powerful creative to cut through the alcohol haze with humour, Clemenger BBDO's "Legend" doesn't tell them what to do (they already know drink-driving is a bad call), instead it turns that thinking on its head and praises them for making the right decision.

Marketing Challenge & Objectives

Hard-hitting ads that showed the brutal reality of drink-driving had lost impact with young people; recall and relevance had declined and young drivers had become desensitised to crash imagery. Young drivers understood the consequences and agree that drink-driving is wrong. The challenge was to help them make the right decision.

The campaign had to get noticed by the right audience. High levels of self-relevance and engagement were critical to driving behaviour change, challenging targets for a product the audience doesn't want to buy, delivered by the government and police (who they don't like or trust). The campaign needed to get mates talking to each other, change behavior and persuade young men to take action to stop a mate from driving drunk. Sustained success is fewer young drunk drivers caught driving over the limit and involved in fatal crashes.

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Creative Insight & Strategy

Young men drink a lot, drive home drunk, and injure or kill over 1000 people a year.

Through conversations with young men, the real problem was revealed: They know drink-driving is wrong and should say something to a mate who's had too many to drive. But when they're out with their mates, the last thing they want to do is kill the vibe by telling a mate not to drive home drunk. The challenge was to convince these guys to speak up when a mate was about to drive - regardless of how awkward it feels and the social embarrassment of "looking like a dick".

Clemenger BBDO's creative idea acknowledged the internal battle going on in the minds of young guys and helped them speak up at a critical time to stop their mates drink driving, making them look good instead of feeling like an idiot. Bloody Legend.

The hero execution was Ghost Chips, a story about stepping up and taking responsibility for a mate. The characters were fictional but the story was based on a truth everyone can relate to: it's bloody hard to question a mate about whether he should drive. It's his car, his choice. And everyone wants to save face.

Communications Strategy

Television was proven to be the most cost-effective way to reach widespread provincial audiences with a drink-drive message. Reaching people when they're watching television together helps reinforce the social norm: drinking and driving isn't cool. TV enables delivery of a highly emotive message, frequently, and ensures mass recall.

The campaign was launched in the final of the Rugby World Cup in 2011, a time when mates were watching television together, and drinking. This ensured the campaign got quickly talked about and shared. Subsequent maintenance flights of TV ran across the three-year period. The strength of the message and high recall allowed us to introduce a 30" edit in year 3, allowing for a more cost-efficient broadcast investment.

The campaign was extended with direct media – beer packaging, bar runners and coasters in pubs, and billboards in high-risk provincial areas. Radio ads in the build-up to drinking periods triggered the TV message and call to action: "Stop a mate driving drunk" at critical times.

While Ghost Chips wasn't planned as a social campaign, the story was about creating a story that could be shared. The TV ad was placed on YouTube but didn't need paid media promotion as the target group immediately shared it. Over the next three years, countless memes, videos, products and social posts were created.



Results

Noticed by the right audience, Ghost Chips had an average unprompted recall of 50% in Year 1 (2012) and maintained high free recall of around 30% in 2013 and 2014. It achieved over 70% relevance and maintained this for 3 years - well above the average relevance/year for the previous 3-year period.

More than an effective TV ad, with Ghost Chips, Colenso BBDO had created a powerful story that started a conversation with the target audience and got them talking about drink-driving that was comfortable, and has provided trigger moments to make those conversations happen.

The TV spot went viral and became a cultural phenomenon, inspiring hundreds of parodies, spoof ads, music videos, memes, Trade Me auctions and merchandise. The lines from the ad instantly became part of the vernacular and young guys created their own Facebook Pages to express their stories.

Most importantly, "Legend" persuaded young men to take action to stop a mate from driving drunk. In 2014, the number of young drivers caught over the limit was half the benchmark prior to Ghost Chips. With the cost of a single life in a drink-driving crash calculated at \$4.54 million, "Legend" has resulted in significant savings in social cost made over three years.