

Gold Beacon Award Case Study

Agency:	OMD New Zealand (& Clemenger BBDO)
Advertiser:	New Zealand Transport Agency
Gold Beacon Award Categories:	Best Use of Branded Content
Entry Title:	Blazed Drug Driving

By partnering with Maori TV to help deliver the New Zealand Transport Agency's message that driving after smoking marijuana is not worth the risk, OMD NZ and Clemenger BBDO created a socially effective campaign which has won Gold for Best Use of Branded Content.

Background

When presented with the challenge of convincing Maori males not to drive whilst stoned, the teams at OMD and Clemenger BBDO knew they would have to come up with a different approach to previous NZTA campaigns.

It was vital not to come across as prohibitionist. It was also vital to connect with the core audience. While driving stoned is an issue NZTA is addressing with a range of drivers, male Maori are over-represented in both smoking and road accident statistics.

Further insights obtained by the agencies revealed that while Maori dads liked to set a strong example for their children, they would still drive stoned (with the kids in the car) believing it had no effect.

The agencies took this and turned it around, posing the question "Am I really safe to drive?"

Campaign Objective

The strategy was to use content integration with a trusted channel of the audience. By changing the authorship of the message, the ability to personalise the message became stronger.

Campaign Overview

To be effective, this campaign had to come from a trusted media source. With this in mind, the agencies set about working with Maori TV to develop content that would unsettle the stoned driver's confidence.

The aim was to sow the seeds of doubt about a stoned driver's ability to drive safely, and convince Maori men that driving after smoking marijuana was not worth the risk.

Media Strategy

Key to the success of this campaign was the collaborative partnership with Maori TV. This partnership was used to build from the ground up the content and style of messaging which would work. In fact, Maori TV became the main messenger (rather than NZTA) and this drove the development of a short film directed by Taika Waititi. The film focused on children waiting for their dads to finish a session, talking about their father's driving in a humorous fashion. It was named "Blazed".

The film was premiered during one of the channel's peak shows "Homai Te Pakipaki", and resounded with the audience. There was no end line, no call to action, it was not a typical television ad – rather an emotive short film.

It resonated with Maori TV's audience, and the station became the initial face and voice behind the campaign, not NZTA. This gave the film the best chance of spreading its message and it was amplified via vignettes which were broadcast on Maori TV initially, and other mainstream stations later on.

Results

"Blazed" resonated and engaged with the audience, 41% of Maori who saw it said it was relevant with 68% liking it or liking it a lot. It had more than 2.6million views across multiple platforms with more than 100,000 Facebook shares, likes, tweets, favourites or retweets. Nearly all of this commentary was a positive endorsement.

The broader New Zealand public has been made aware of the campaign via mainstream media coverage in television, print, radio and online.

But most importantly, by partnering with Maori TV the environment was right for the message and it has resulted in drivers reflecting on how their driving might be affecting their family and children.