

# CARSP 2018 Presentation



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@Drivesober

# arrive alive DRIVE SOBER

- ❑ Charity & campaign hosted for 30 years in Ontario & beyond
- ❑ Mission: provide leadership and programs to eliminate impaired driving and enable people & communities to share resources & information that will prevent injuries & save lives
- ❑ Produce & distribute materials and messaging to raise awareness around the risks and prevention opportunities relating to impaired driving
- ❑ Each year we share over \$100,000 in free resources with community groups, schools, police services, health units and more.
- ❑ 86 members and stakeholders
- ❑ Receive over \$15 million in donated airtime



# History of arrive alive DRIVE SOBER

**OUR MISSION STATEMENT:** to provide leadership and programs to eliminate impaired driving and enable people and communities to share resources and information that will prevent injuries and save lives

## 1989-1993

First arrive alive DRIVE SOBER campaign® hosted by Ontario Community Council on Impaired Driving (OCCID)

First radio PSAs featuring Toronto Police Chief Bill McCormack, and reporter Ken Shaw

OCCID takes on Countermeasures Conference

## 1994-1997

Annual Drive Straight® Charity Golf Tournament is founded and organized by Dave Stewart

"Arrive Alive in '95" - "Pick a slogan and live by it"

First TV PSA with Charlie Major

Continued radio PSA success with Mats Sundin, Michelle Wright and Dini Petty

## 1998-2004

First Arrive Alive Passport created and shared across Ontario

Radio PSA with Canadian music legend, Shania Twain

OCCID moves into 1387 Bayview Ave, Suite 106

*iDRIVE* is released!

The Beer Store hosts bottle drives for arrive alive DRIVE SOBER

## 2005-2008

The Beer Store becomes major supporter of arrive alive DRIVE SOBER campaign

"Choose Your Ride" and "Shut Out Impaired Driving" campaign themes are born

OCCID takes on Operation Lookout®

Arrive Alive 20 launches with Do The Right Thing PSA featuring Amy Nodwell

Arrive Alive joins YouTube and Facebook

## 2009-2012

OCCID officially changes it's name to arrive alive DRIVE SOBER

*iDRIVE: Road Stories* is released!

@Drivesober's first tweet

First PSA in HD: Sober Truth About Driving High shared across Canada.

arrive alive DRIVE SOBER becomes and continues to be the most recognized road safety campaign in Ontario

## 2013-2017

Arrive Alive 25 launch

Partnership with Patricia J

First re-branded Arrive Alive Conference!

Reaches \$15 million+ a year in donated air time from broadcasters

Wrecked Car Coaster stunt with ReThink Canada goes viral!

## 2018-

30th arrive alive DRIVE SOBER campaign launch!

# Coasters made from real car wrecks serve sobering reminder on St. Patrick's Day





# How it all started...

- ☐ Worked ReThink Canada on projects before – including our toy cars campaign
- ☐ Vancouver team had an idea to raise awareness on St. Patrick's Day
- ☐ Reached out to us about an idea for coasters made from vehicles in crashes.
- ☐ Worked on the implementing this idea together
- ☐ Marketing strategy



# First draft



- ☐ First draft of wording was too dark
- ☐ Had to create text that was more would get the message across but not be too sombre
- ☐ Great partnerships and communication goes a long way!



# Production

- ❑ The most popular question we got asked was “how were these made”





# Final product!





# The plan

- ☐ Share the coasters with patrons at the Emmet Ray Bar in Toronto over St. Patrick's Day weekend
- ☐ Drinks would be served on our coasters
- ☐ Invite the media
- ☐ Share our message on multiple media platforms



# Response was overwhelming!





For St. Patrick's Day, this agency made metal bar coasters from wrecked cars: [adweek.it/2nMkInw](https://adweek.it/2nMkInw)



RETWEETS 78 LIKES 129  
6:29 AM - 17 Mar 2017

News / Good News

# Canadian bar serves drink made from crashed cars

By Ehsan Knopf | 7:26am Mar 19, 2017



"These coasters are made from real car wrecks." (Twitter/@DriverSober)



Shows Contests News/Trend

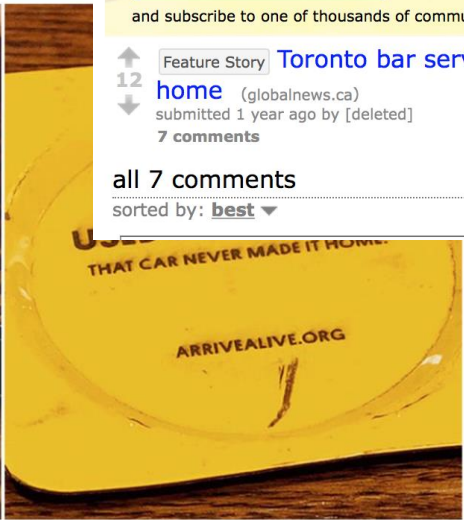


## Impressive Campaign From ArriveAlive.Org



reddit WORLDNEWS comments other discussions (3)  
Other Subs: Related N. America S. America Europe Asia Middle East Africa Oceania

Welcome to Reddit.  
Where a community about your favorite things is waiting for you.  
BECOME A REDDITOR  
and subscribe to one of thousands of communities.  
Feature Story Toronto bar serves drinks on coasters made from cars that never made it home  
submitted 1 year ago by [deleted]  
7 comments  
all 7 comments  
sorted by: best



## Coasters Made From Wrecked Cars

Aaron Brown, The Drive - March 18, 2017



This is such a creative idea. Don't drink and drive. There is never a good reason too. Happy #StPatricksDay everyone! #ArriveAlive



Arrive Alive @DriveSober  
These coasters are made from real car wrecks. To all those celebrating #StPatricksDay weekend, plan a safe ride home. #ArriveAlive

RETWEET 1 LIKES 2  
9:40 PM - 17 Mar 2017

Now THIS is how you get to possible #drunkdrivers before they get behind the wheel! #dontdrinkanddrive @DriveSober [bit.ly/2mW1L29](https://bit.ly/2mW1L29)



RETWEETS 4 LIKES 11  
6:14 PM - 18 Mar 2017

Tweet your reply



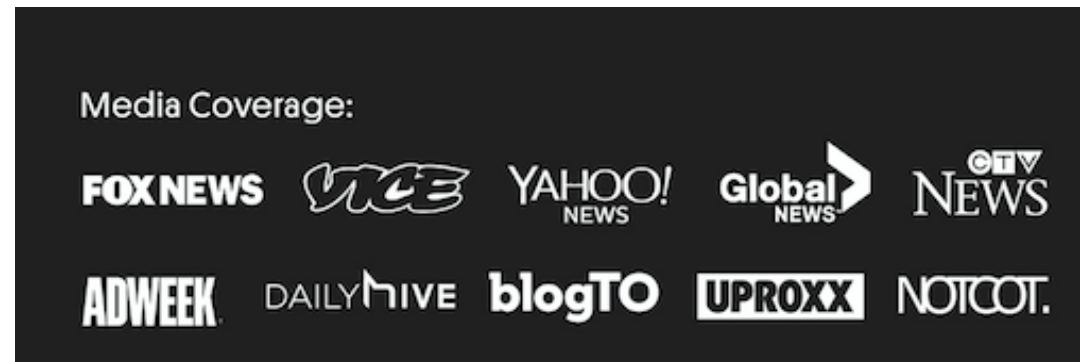


What happened next?



# Aftermath

- ❑ In total 43 requests for interviews on TV, Radio, Blogs, etc. to discuss the coasters
- ❑ Hundreds of emails from partners and supporters who saw the news coverage and wanted to hear more about the coasters
- ❑ 50 voicemails with requests asking for coasters
- ❑ Overwhelmed with the amount of support and sober driving conversations





# Aftermath

- ❑ Members of the public were contacting us to learn more about our charity
- ❑ Website visits were up 700%
- ❑ Hundreds of thousands of social media likes, mentions, interactions, and impressions
- ❑ Requests from coast to coast and as far away, USA, Germany, Australia and Taiwan.



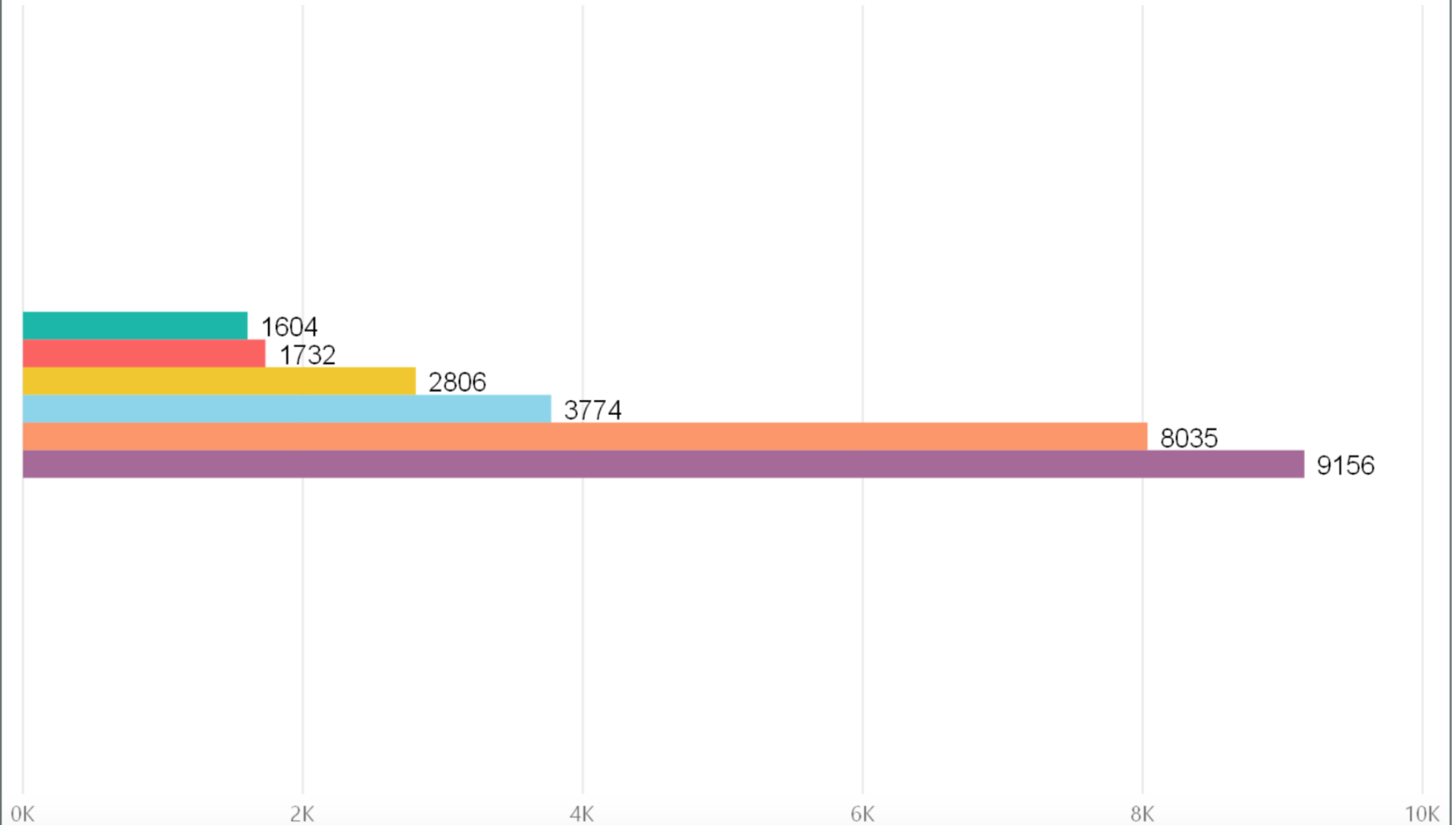
# Increased airtime

- ❑ We saw an increase of close to \$200,000 in donated airtime for television broadcasters within the first month
- ❑ Saw an increase of close to \$400,000 in the months following
- ❑ Approx. \$10 million in donated TV airtime in 2017 (usually approximately \$5 million)
- ❑ Led to a new agreement with Shaw Media who are now donating over a million a month in airtime for our PSAs



# Total Airplay Trends 201701-06

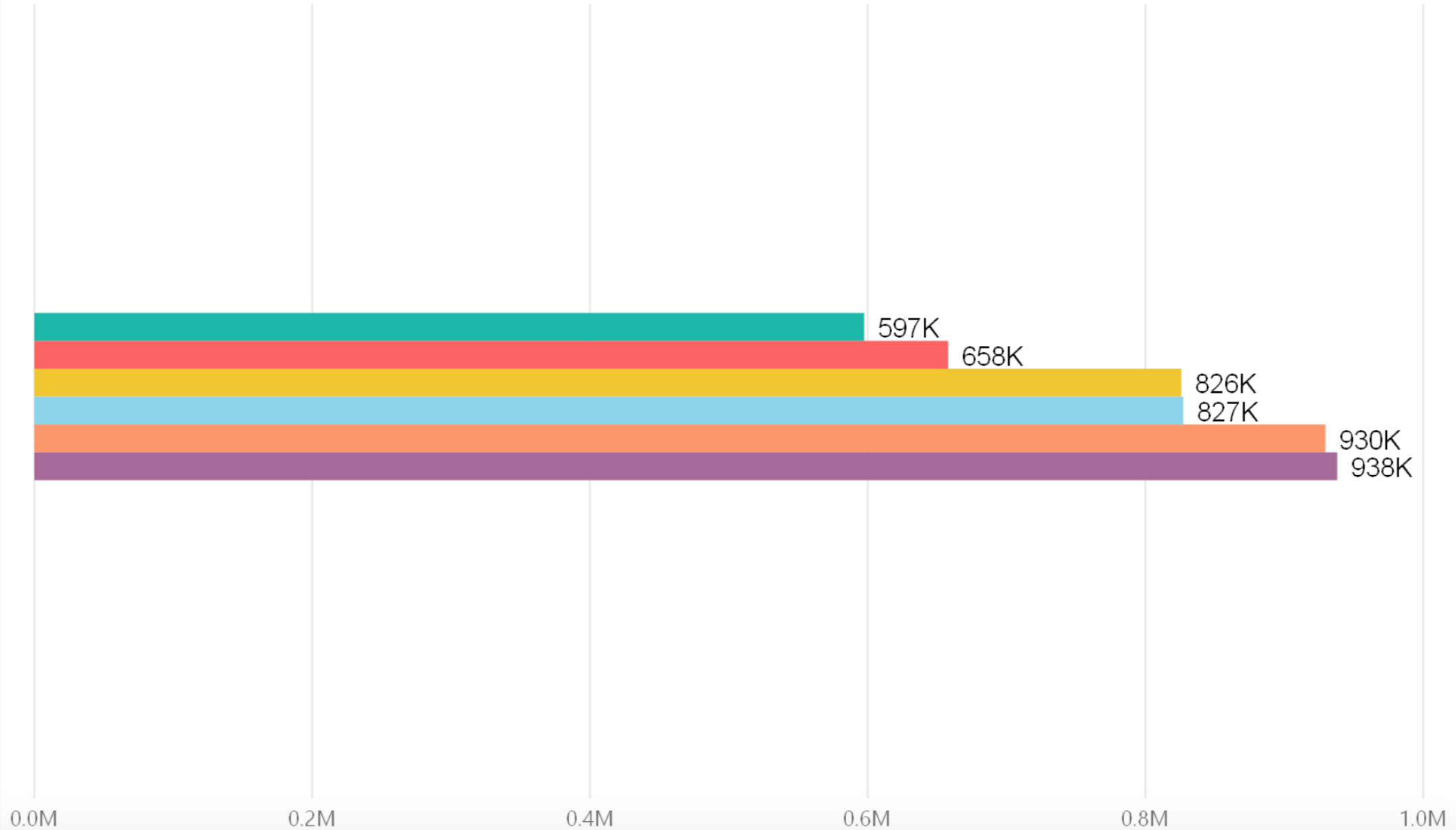
Count of AA 2017... Count of AA 2017... Count of AA 2017... Count of AA 2017... Count of AA 2017... Count of AA 2017...





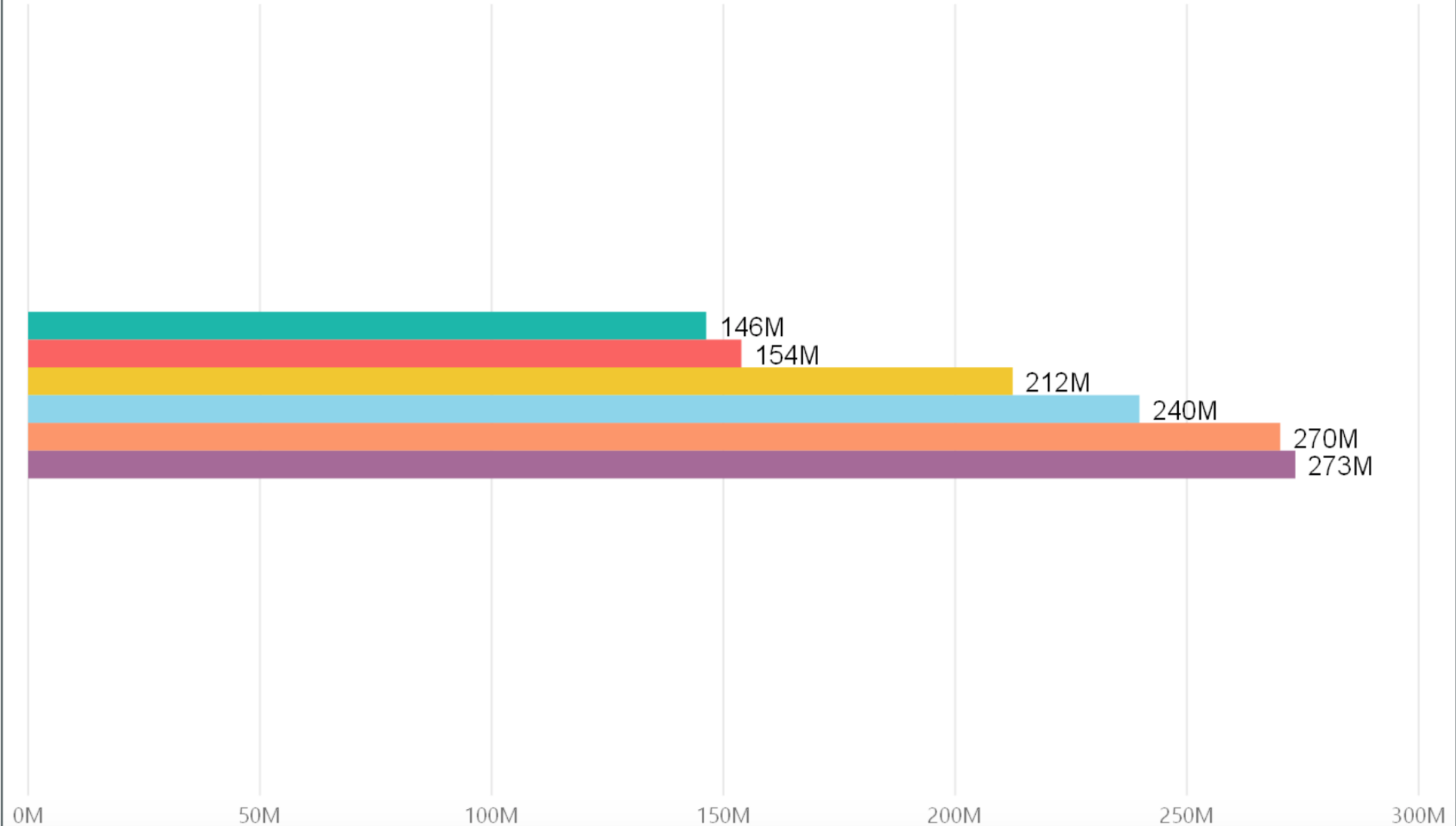
# Dollar Value Trends 201701-05

● AA 201701 Dollar ... ● AA 201702 Dollar ... ● AA 201703 Dollar ... ● AA 201704 Dollar ... ● AA 201705 Dollar ... ● AA 201706 Dollar ...



# Audience Reach Trends 201701-05

● AA 201701 Audie... ● AA 201702 Audie... ● AA 201703 Audie... ● AA 201704 Audie... ● AA 201705 Audie... ● AA 201706 Audie...



# International Recognition

- ❑ Featured at the HAPTICA LIVE European Marketing Conference – used as a best practice example for a road safety campaign
- ❑ Mentioned in the Governors Highway Safety Association Newsletter
- ❑ Fox News covered the story on March 26<sup>th</sup>.



## Creative Canadian Campaigns

**TWO CANADIAN ORGANIZATIONS RECENTLY** launched notable campaigns to combat drugged and drunk driving.

Drug Free Kids Canada helps parents convince their teens not to drive under the influence of drugs through powerful, personalized videos. Parents complete an online form, which the campaign

uses to customize a video and send to the teen. The video, "The Call that Comes After," depicts a group of teens being driven to a party by a driver who has been smoking marijuana and are involved in a devastating crash. As a series of panicked texts from a victim's mother are shown, the teen watching receives the same series of texts as if they are coming from their own parent. The goal is to spark conversation between teens and their parents by showing them the reality and dangers of drugged driving.

Meanwhile, St. Patrick's Day patrons at a bar in Toronto received a strong dose of reality with their drinks. The advocacy group Arrive Alive partnered with Canadian ad agency Rethink to help prevent revelers from getting behind the wheel drunk. The organization created a series of coasters made out of metal from wrecked cars, laser-etched with the words "This coaster used to be a car. That car never made it home." With impaired driving "one of the leading criminal causes of death in Canada," Arrive Alive's campaign provided a new twist on the age-old tradition of coaster creativity, this time aimed at getting patrons home safely.



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(p) 202.789.0942 | [www.ghsa.org](http://www.ghsa.org) | [twitter: ghsahq](https://twitter.com/ghsaHQ) | [April 2017 Issue](#)



# Awards

- ❑ Communications Arts Advertising Annual Award of Excellence
- ❑ Applied Arts Advertising Public Service Announcement Award
- ❑ Arts and Design Council of Canada Advertising PSA – Silver
- ❑ 3 Atomic Awards : Gold – Best Print / Out of Home, Silver – Best Experiential Engagement, Silver – Cause and Action
- ❑ Nominated for the Road Safety Achievement Awards – Initiative of the Year





# Experience the Evidence

- New drug-impaired driving educational video
- Address the myths & misconceptions youth have on drug-impaired driving
- Partnered with CAA and MTO on the project
- Free resource available at [arrivealive.org/ETE](https://arrivealive.org/ETE)
- Sign up sheet at our booth if you would like to be sent the link and hear more info!



# Thank you to our sponsors & partners!



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# Questions?



# Thank you!



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