

How can we deliver an effective drunk driving awareness program for high school seniors?

Can Weston help us produce a 3-fold brochure to hand out at an end-of-the-year assembly?

Can we change the attitudes and behaviors of young adults?



We really need to connect with the youth market.

Weston Communications Case Study: AAA Southern New England

"Celebrate Life" is the theme of the CD liner. The front of the 8-panel liner praises all of the things that make our life so grand: your first kiss, the strength of your body, your memory. All of which would be lost in a senseless accident.

On the back of the liner we tell the stories of some DUI-related tragedies.



The music chosen for the CD is an eclectic mix of alternative rock. This is not a preachy, theme recording, rather a contemporary compilation featuring such national acts as Wilco and Dinosaur Jr.

Industry Category:

Public Service, Youth Market

Client:

AAA Southern New England

Problem:

Support the ongoing effort to educate teenagers on the dangers of drinking and driving, recognizing that teens take the traditional, ubiquitous warnings from adults with a grain of salt.

Solution:

Don't preach, but remind young people of the value of life. Every teenager in the world has sat through the films that show graphic auto wrecks as the consequence of driving drunk. In spite of all the warnings, the problem continues. We knew that another lecture from people their parent's age would just get the "it can't happen to me" response.

We took a 180 degree turn. From our own experience with young adults, we know that music plays a pivotal role in their culture. We created a compilation CD of performances by musicians they would recognize, assembling cuts that were somewhat out of the mainstream. As AAA scheduled school events on safe driving, we had more than a brochure to hand out: we had a full-length CD of contemporary music. Only the liner notes made reference to the drinking and driving message, and here, too, we took the unexpected approach. Instead of telling teens what not to, we encouraged them to Celebrate Life, to sing, dance, party... and to make sure that they held on to these privileges for themselves and others.

The campaign snowballed. For an organization with an older subscriber base, this approach attracted an entirely new demographic. The CD campaign eventually became a live concert that featured the performers on the CD, emceed by an AAA representative who only introduced guest speakers that had suffered losses as a result of someone drinking and driving. The contrast between the celebratory mood of the concert and the first-person accounts of people living with tragedy was considerable, and enough to bring the message home.

Orchestrated to be produced at High School Prom time these 11 events were picked up by the media - print and television - providing brand building opportunities for AAA.

This program was voted by Mothers Against Drunk Driving as the most effective awareness campaign of the year.

WESTON

Weston Communications
1001 Hingham Street, Rockland, MA 02370
781-982-9990 info@westoncommunications.com