

**CATEGORY: BEST USE OF AN EVENT TO BUILD/CHANGE REPUTATION**

**ORGANISATION: AWARE.ORG**

---

## **OVERVIEW**

How do you make South Africans rethink their attitude towards drinking and driving during the festive season? By opening a drive-thru bar, of course!

So, we launched South Africa's first drive-thru bar, "**One on Nicol**". The resulting outcry on social media had the #OneOnNicol hashtag trending within hours of the campaign going live. Just three days later, it was one of the top three conversations in SA.

On the day of the launch however - we were really launching a campaign telling consumers **NOT** to drink and drive.

The campaign saw a reach of 34 million opportunities to see as well as the Ad Dynamo monthly award for creativity on Twitter (there's more!).

---

## **STATEMENT OF PROBLEM / OPPORTUNITY**

Aware.org is an NPO whose mandate is to reduce the harmful effects of alcohol abuse in South Africa through education on their five key pillars of: underage drinking, drinking and driving, drinking and walking, binge drinking and Fetal Alcohol Spectrum Disorder (FASD).

The problem our campaign addressed was the increase in traffic volumes and alcohol consumption during the festive season leading to a spike in road accidents and fatalities. This is exacerbated by the multitude of alcohol brands putting big budgets behind the glamorization of alcohol consumption.

As a newly branded organisation there was an opportunity to leverage the festive season campaign to position Aware.org as a bold organisation and build reputation.

---

## **RESEARCH**

### Industry research

- According to aware.org, over 60% of the road traffic accidents in South Africa are related to drinking and driving – and this figure increases significantly over the festive season.
- Research indicates that 50% of people who die on the roads have a blood alcohol concentration above 0.05 gram per 100 millilitres. (Arrive Alive)
- According to South Africans Against Drunk Driving, there was a 14% increase of fatalities during the Easter holidays in 2018.

### Consumer research

- A 2018 online survey conducted by research company Answered Insights (1000 respondents) revealed that
  - 28% believed that it was acceptable to drive after drinking
  - 64% indicated “too many to drive” as “5 or more drinks”
  - 42% found it acceptable to do activities that required focus after drinking
- A proprietary online survey of more than 1 000 LSM 7-10 consumers by Breathalyser SA ([www.breathalyser.co.za](http://www.breathalyser.co.za)) found that South Africans:
  - Don't know a unit of alcohol is
  - Don't know how many units per week equates to responsible drinking
  - Admit to consuming more than is responsible (15%)

### Key insights

South Africans have double standards when it comes to drinking and driving, judging others who engage in this behaviour very harshly, but generally believing that they themselves act more responsibly.

---

## **PLANNING**

### Objectives

1. Build aware.org's reputation in the market
2. Build stakeholder relationships and earn their trust.
3. Drive behavioural change around alcohol consumption
4. Generate awareness of the campaign

5. Land the message that aware.org is the organisation behind the campaign
6. Reduce the number of road accidents in SA over the festive season
7. Drive conversations and talkability measured by:
  - i. 1m reach
  - ii. 100 000 social media engagements
  - iii. 1 000 followers for One on Nicol/None on Nicol pages

### Target Market

South African motorists, LSM 6-10

### Communication channels

Launch event

Media: print, online, broadcast

Digital: Facebook, Twitter, Influencers, Deezer, Spotify, Waze

### Message

Aware.org is an NPO whose mandate is to reduce the harmful effects of alcohol abuse in South Africa

If you're having even one drink, RE-THINK. DON'T DRIVE.

### Campaign duration

12 December 2019 – 7 January 2019

### Consultation

We conducted in-depth risk analysis – the idea was so bold that it took some convincing to get Aware.org's board's buy-in. We then had to seek permission – and buy-in – from the Road Traffic Management Corporation (RTMC), who eventually came on board as a partner.

---

## **EXECUTION**

### Launch build

- On 10 December 2019, We launched a branded social media page for South Africa's first drive-thru bar, "One on Nicol", which would officially open for business

on 12 December next to one of Joburg's busiest roads, William Nicol Drive. (Social media "One on Nicol" page

- We posted a teaser video of 'owner', Justin, inviting Joburgers to pop in and have "one for the road".
- A story was seeded in local news about a 'brewing controversy' around the launch of the bar, edited to include clips of Justin stating that this wasn't the first drive-thru bar and he would limit the number of drinks to 3 or 4 "for the road".
- A selection of social influencers were engaged to drive outrage. Although a variety of media personalities and influencers were invited to the launch, some were in on the plan, but most were none the wiser.
- News of the launch spread like wildfire as Joburgers took to social media to express their outrage.

### Media Launch

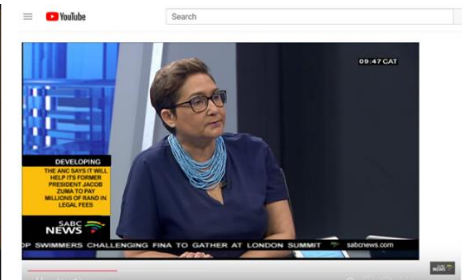
- Ingrid Louw – CEO of aware.org was the key spokesperson for the campaign and addressed media and stakeholders with a bold message about the organisation.
- Media picked up the story
- Johannesburg Mayor Herman Mashaba and JMPD Spokesperson Wayne Minnaar nearly closed One on Nicol before it opened, and Minnaar ended up the campaign's biggest ambassador.
- On launch day, media, influencers, stakeholders and even some passing motorists arrived at the bar site to be served with the uncomfortable truth:  
**"If you think this is crazy, why do so many of us still drink and drive?"**
- The 'bar' was transformed from "One on Nicol" to "**None** on Nicol", an education hub providing frightening drunk-driving statistics under the message:  
**"Having even one drink? Re-Think. Don't drive."**
- eNCA News' Mike Appel broadcasted live from William Nicol; we had rolling coverage throughout the day on eNCA, SABC, 702, PowerFM and more.

### Media relations

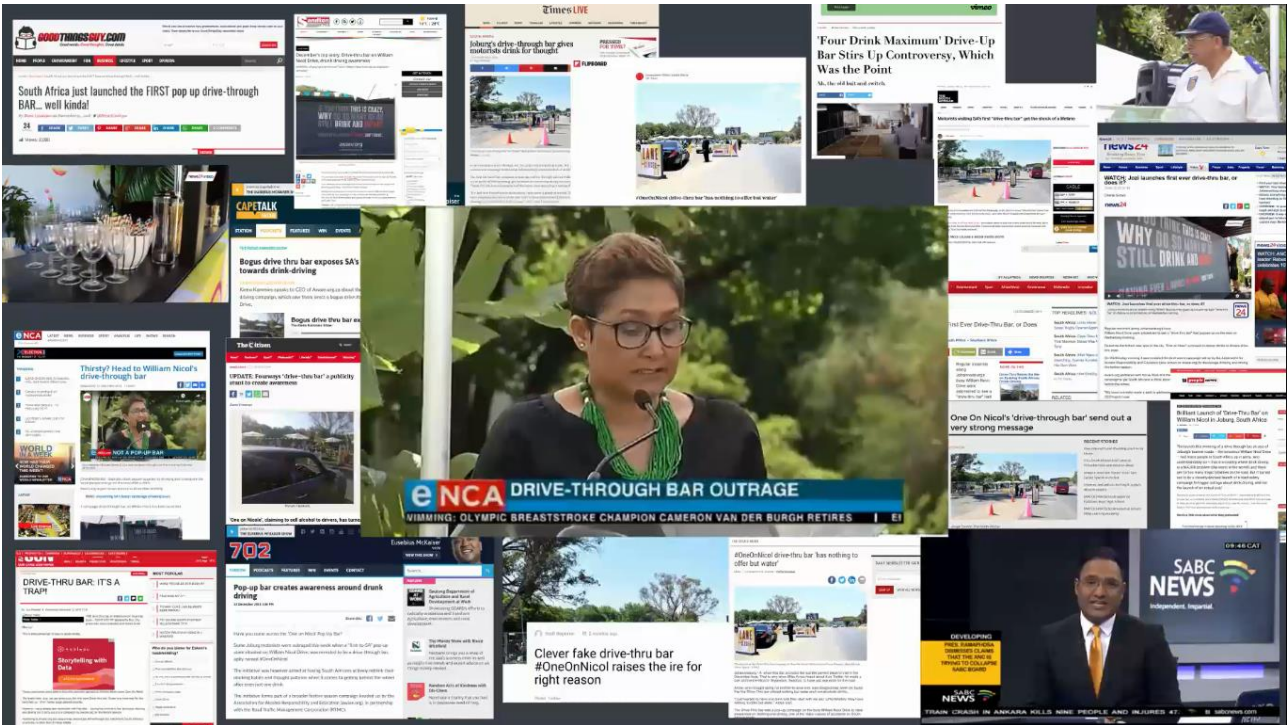
- Secured interviews for Ingrid Louw after the launch on all influential platforms: eNCA, SABC, 702, PowerFM, Sunrise, Morning Live (print and online)

***PLEASE VIEW AV CASE STUDY***

**INTERVIEWS WITH AWARE.ORG ON INFLUENTIAL PLATFORMS TO BUILD REPUTATION POST THE EVENT**



## CAMPAIGN RESULTS



## EVALUATION

Objective	Result
1. Drive behavioural change around alcohol consumption	A post-campaign survey (Answered Insights 1000 people) revealed that <b>78.8%</b> of respondents commented that the campaign made them “rethink their attitude / behaviour towards alcohol”.
2. Land the message that aware.org is the organisation behind the campaign	<b>R10m+</b> AVE in 1 week <b>10m</b> reach in 1 week <b>PR value: R26.7m</b>

<p>3. Generate awareness of the campaign</p>	<p><b>ROI: 1:100</b>  <b>Ingrid Louw interviewed on all platforms – with Aware.org mention</b></p>
<p>4. Reduce the number of road accidents in South Africa over the festive season</p>	<p>Road deaths over period were up overall, but down in <b>Gauteng by an incredible 19%</b>.  (Minister Blade Nzimande)</p>
<p>5. Drive conversation and talkability</p> <ul style="list-style-type: none"> <li>i. Reach <b>of 10m</b></li> <li>ii. <b>100 000</b> social media (Facebook and Twitter) engagements</li> <li>iii. <b>1 000</b> followers for One on Nicol</li> </ul>	<p><b>#OneOnNicol trended within 3 hours</b> of first seed, got to <b>top 3 in SA by day 3</b></p> <ul style="list-style-type: none"> <li>i. <b>34m</b> 3<sup>rd</sup> party reach  <b>2.1m</b> owned content reach  <b>316m</b> impressions</li> <li>ii. <b>204 822</b> engagements (owned content only)</li> <li>iii. <b>1 460</b> followers in less than 3 days</li> <li>iv. <b>BONUS: 650 new followers</b> for the aware.org pages</li> </ul>
<p>6. Build stakeholder relationships</p>	<p>Endorsement from JMPD and RMTC and leveraged as spokespeople for the campaign on the day</p>
<p><b>7. Additional result</b></p>	<p><b>Winning the Best Twitter Campaign in Southern Africa for January 2019!!!</b></p>