

**Swinburne University Safe Driving Campaign
Campaign Report**

'Give your liver longer.'

Introduction

Target Audience

Strategy

Deliverables

Result

Introduction

The brief was to create a safe driving campaign that created awareness about the dangers of driving the morning after drinking. The target audience for the campaign were 18-25 year old students. It was essential that the campaign have direct, to-the-point messaging, whilst still being appealing to the audience.

Given driving the morning after drinking is a relatively untouched issue in terms of road safety, the campaign had to provide facts about being safe the morning after a big night.



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Target Audience

The intended target audience for the campaign was young people aged 18 - 25 years of age. This sample of young people have shown to display reduced levels of drink driving, however there is little and/or no awareness about driving the morning after drinking.

The broader audience for this campaign were Swinburne University students, many whom drive motor vehicles to campus. The campaign intended to be displayed around road traffic areas to increase traffic visibility .

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Communication Strategy

Due to the little awareness that surrounds driving the morning after drinking, it was important to firstly highlight the issue at hand. This was done by firstly prompting the audience to consider possible scenarios that they may find themselves in, whilst communicating that they may still be over the legal limit. This was done by introducing a strong primary message that resonated strongly with the target audience - 'give your liver longer.' Give your liver longer to sober up in the morning, and consequently, you will live longer on our roads.

It was important to create a message that resonated with the audience, whilst ensuring they didn't feel like they were being 'talked down to,' or that they were being made to feel like they were in the wrong. This campaign was formed by positioning the audience whereby they could be easily informed of facts to create awareness about driving the morning after drinking.



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Print

- Posters and 'fake ticket' information cards

Digital

- educational website
- facebook page

Promotional

- Swinburne Open Day
- Swinburne Report



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Deliverables / Print Poster



**Give your
liver longer**

**the morning
after drinking.**

Only time can reduce your blood alcohol
to safe and legal driving levels.

Get the facts.
www.giveyourliverlonger.com

HARD EDGE T&C



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HARD EDGE T&C

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Deliverables / Infringement Notice / 'False' Fine

Fine Infringement

TIME OF OFFENCE:
10:11 AM, SATURDAY MORNING



OFFENCE:

**Yeah I'm fine to go,
I just need a shower
to wake up.**

BAC READING

0.06

**Give your
live longer.**

PAYMENT METHOD: THE MORNING AFTER:

Paying your fine is simple. Visit our website www.giveyourlivelonger.com to learn how to avoid being over the limit the morning after drinking.

Driving with alcohol in your system the morning after a big night is drink driving. Reduce your chances of driving with alcohol in your system by getting the facts.

Get the facts.
www.giveyourlive-longer.com

These fines were distributed around the Swinburne Campus to promote awareness and causes for being over the legal limit the morning after drinking.

Swinburne University also released a report on the 'fake' tickets, which lead to increased website traffic.

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Deliverables / Swinburne Report

The screenshot shows the Swinburne University of Technology website. At the top left is the Swinburne logo. The navigation bar includes links for 'ABOUT', 'CONTACTS & MAPS', 'LIBRARY', 'CURRENT STUDENTS', and 'STAFF'. A search bar is on the right. Below the navigation bar are categories: 'STUDY WITH US', 'RESEARCH', 'BUSINESS & PARTNERSHIPS', 'NEWS', and 'EVENTS'. The 'NEWS' section is active, showing 'Latest news', 'Browse by category', 'Find an expert for comment', 'Media contacts', and 'Follow us'. The main content area features a news article titled 'Communication design student wins road safety campaign competition' dated Wednesday 2 August 2017. The article includes a photo of a student, Lucy Boehme, standing next to a red car. To the right of the photo are social media sharing icons for Facebook, Twitter, LinkedIn, Google+, Email, and Print. Below the photo is a summary of the article. On the right side of the page, there are sections for 'FOLLOW US', 'CONTACT US', 'Related News', and 'Latest News'.

SWINBURNE ONLINE | ABOUT | CONTACTS & MAPS | LIBRARY | CURRENT STUDENTS | STAFF | SEARCH

STUDY WITH US | RESEARCH | BUSINESS & PARTNERSHIPS | NEWS | EVENTS

NEWS | Latest news | Browse by category | Find an expert for comment | Media contacts | Follow us

News > Latest news > 2017 > August

Communication design student wins road safety campaign competition

Wednesday 2 August 2017

[f](#) [t](#) [in](#) [g+](#) [e](#) [s](#)

IN SUMMARY

- > Student Lucy Boehme's winning campaign addresses the issue of marning after drink driving
- > As part of her award, Ms Boehme will activate the campaign at Swinburne's Hawthorn campus

The campaign will include mock fines to be distributed around campus to help drive home the potential financial burden of drunk driving.

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Swinburne students short listed for James Dyson award

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Sacred science comes to Swinburne

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Deliverables / Website



Introduction

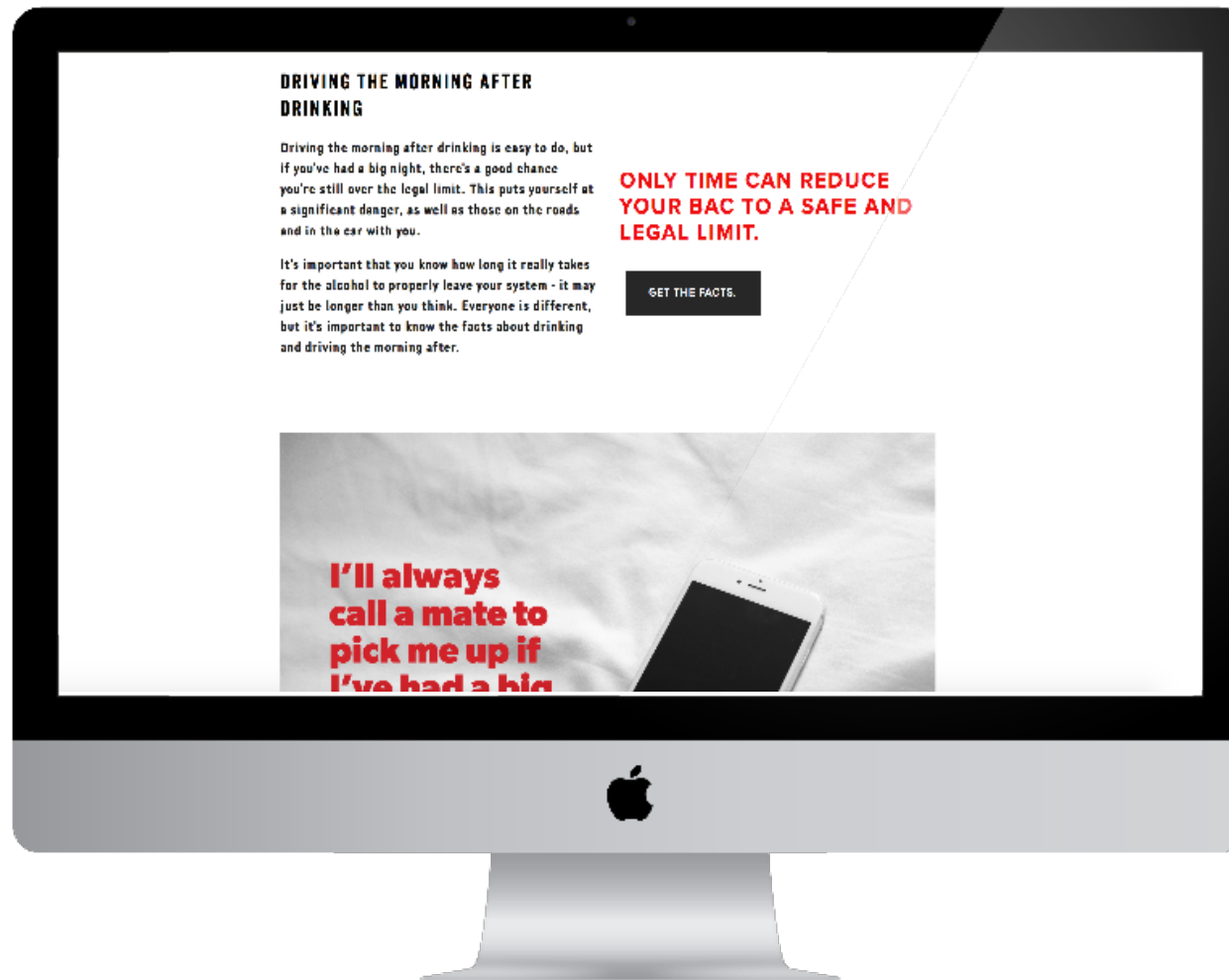
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Deliverables / Website



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Deliverables / Swinburne Open Day



The campaign launched at Swinburne's Open Day 2017. Visitors were encouraged to write down certain 'myths' that they had heard of that would 'sober' them up quicker.

These myths were pinned up, and viewers were able to engage and contribute to the campaign awareness.

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Deliverables / Swinburne Open Day



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Conclusion

The campaign was a huge success! Awareness was raised around the issue among the target audience, particularly around the Swinburne / Glenferrie area.