



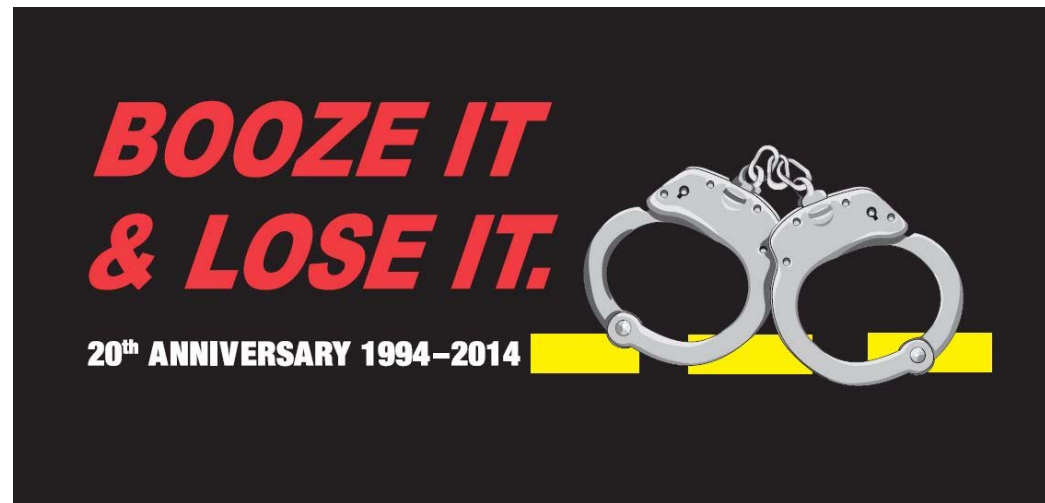
20/20 Hindsight Series
Commemorating 20th Anniversary of
“Booze It and Lose It”

Heather Jeffreys, Marketing Specialist

January 9, 2015

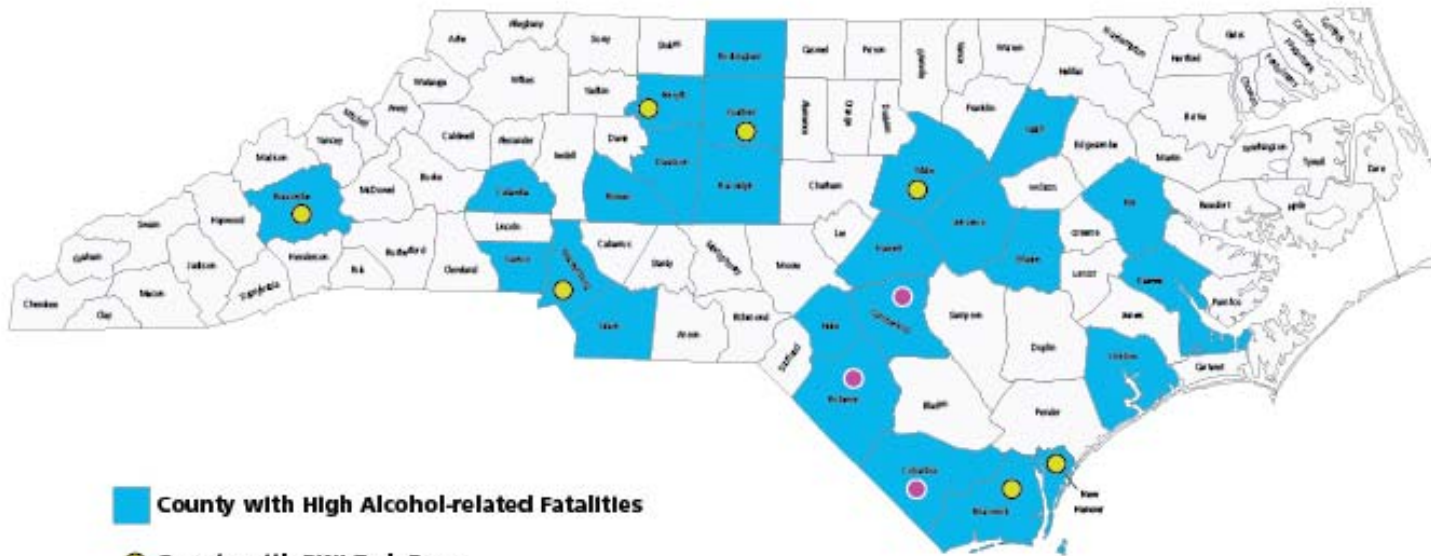
20th Anniversary of “Booze It & Lose It”

"Booze It & Lose It" was launched in 1994 to increase awareness of the dangers of drinking and driving, as well as the penalties associated with driving drunk.



Target Demographics

21-34 year old males



- County with High Alcohol-related Fatalities
- County with DWI Task Force
- County with DWI Trooper Unit






The Concept



BoozeltandLoselt.org


NC Governor's Highway Safety Program

Slay Connected.  

BOOZE IT & LOSE IT. 


20 for 20
STORIES YEARS


SEE THE STORIES. LEARN THE LESSONS.



KYLE MORGAN
Raleigh

Kyle is an adrenaline junkie who plays rugby and goes Bellsjacking despite being paralyzed in a wreck while he was driving drunk nearly five years ago. By sharing his story, Kyle hopes to help others avoid the catastrophic consequences of drinking and driving.




Special thanks to MADD for coordinating this campaign.



For more information, visit nhtsa.gov/Impaired.

Safety Tips

Keep motorists and passengers safe all year long with these simple tips:

- **Plan your route** home before you start your festivities.
- **Designate a sober driver** before drinking. Don't wait until after you have had a few drinks.
- **Take a ride** in a taxi, call a sober friend or family member or take public transportation.
- **Save a life.** Call law enforcement immediately if you see a drunk driver on the road.
- **Be a friend.** Take the keys if you know someone who is about to drive drunk. Help them find a safe way home.

301

Number of fatalities in 2014 as a result of alcohol-related crashes.



Every 51 minutes, someone is killed in an alcohol-related crash.

North Carolina DWI Laws

Drinking and driving puts everything on the line: your freedom, your reputation, your bank account, your life and the lives of others.

- Driving with a blood alcohol content (BAC) of 0.08% or more is illegal and greatly increases the risk of serious injury and even death.
- If you're under 21, driving with a BAC over 0.0% - that's ZERO - is an automatic DWI.
- Commercial drivers - a BAC of 0.04% or more will land you in jail.


The effects from a DWI can last a lifetime. Court costs and lawyer fees can put you into deep debt. You could lose your license, and any jail time you have to serve affects your work and family. You may also have to perform community service. And higher car insurance rates will hit you in the wallet on a regular basis.

About "Booze It & Lose It"

"Booze It & Lose It" was launched in 1994 to increase awareness of the dangers of drinking and driving, as well as the penalties associated with driving drunk. Even with its success, nearly 8,500 people have lost their lives in alcohol-related crashes in North Carolina since then.

"Booze It & Lose It" also partners with law enforcement agencies across the state to get drunk drivers off the road. Nine dedicated DWI Task Forces staffed with officers specially trained to identify and apprehend drunk drivers in North Carolina are located in these counties: Brunswick, Buncombe, Columbus, Forsyth, Guilford, Mecklenburg, New Hanover, Robeson and Wake.

Video Library



20|20 Hindsight: Jenny and Jeremy

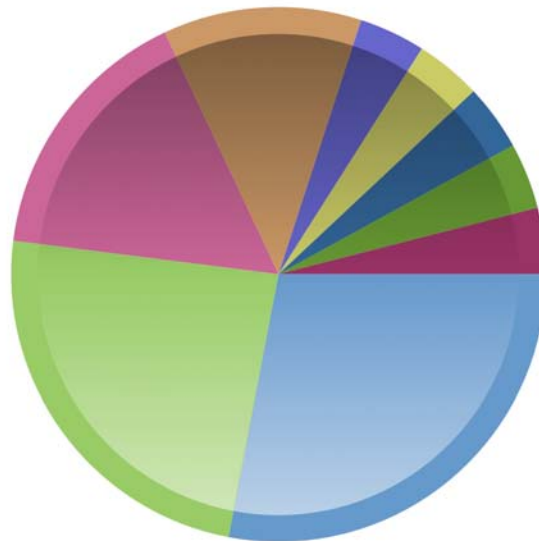


Holiday “Booze It & Lose It” PSA: Drunk Driving Is



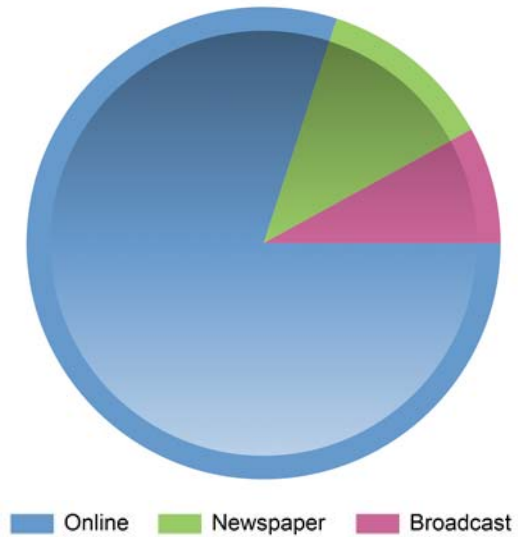
Earned Media

News by DMA Chart



- | | |
|--|---|
| ■ Charlotte, NC | ■ Mobile-Pensacola, AL-FL |
| ■ Greenville-Spartanburg-Ashville-Anderson | ■ Roanoke-Lynchburg, VA |
| ■ Raleigh-Durham, NC | ■ Wilmington, NC |
| ■ Greenville-New Bern-Washington, NC | |
| ■ Augusta, GA | |
| ■ Greensboro-High Point-Winston-Salem, NC | |

News by Medium Chart



Earned Media



WRAL.com News Weather Sports Business Consumer Health & Life En
Local State @NCCapital Traffic Education Investigations Nation World Poli
CLOSINGS 1 closing/delay reported. View all

LOCAL NEWS

NC website tells stories of people affected by drunken driving

Posted December 22, 2014

91 18 Share

20 for 20
STORIES YEARS
SEE THE STORIES. LEARN THE LESSONS.



RALEIGH, N.C. — To mark the 20th anniversary of the Booze It & Lose It anti-drunken-driving campaign, state officials have launched a website featuring stories from people whose lives have been forever changed by impaired drivers.

CITIZEN-TIMES
A GANNETT COMPANY

HOME LOCAL SPORTS ASHEVILLE SCENE LIFESTYLE VOICES & VIEWS OUTDOORS

Compelling videos part of Booze It & Lose It campaign

Sabian Warren, warren@citizen-times.com 3:34 p.m. EST December 12, 2014

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ASHEVILLE – Governor's Highway Safety Program officials are hoping to amplify the message behind the annual holiday Booze It & Lose It campaign with 20 powerful videos, including one featuring Kyra Arias of Asheville.

(Photo: Sabian Warren)

Arias, 20, who was seriously injured in a wreck caused by a drunk driver, was among those in attendance as dozens of law enforcement officers from across the state and Governor's Highway Safety Program officials gathered in Asheville on Friday to kick off North Carolina's annual holiday Booze It & Lose It campaign. The event, held at the new Asheville-Buncombe Emergency Training Center off Riverside Drive near Woodfin, also celebrated the 20th

REPLAY FOX NEWS REPLAY SCHEDULE

FOX 18 NEWS ON-AIR MORNING NEWS SPORTS TRAFFIC CONTESTS SHOP LOCAL

LATEST CLOSINGS AND DELAYS

Booze It & Lose It campaign's '20 Stories for 20 Years'

POSTED 8:07 PM, DECEMBER 23, 2014, BY CHARLES EWING, UPDATED AT 08:50PM, DECEMBER 23, 2014

f FACEBOOK t TWITTER g+ GOOGLE p PINTEREST r REDDIT e EMAIL

20 for 20
STORIES YEARS
Booze It and Lose It's '20 Stories for 20 Years'
SEE THE STORIES. LEARN THE LESSON

In honor of the 20th anniversary of the Booze It & Lose It Campaign, 20 people are taking their personal stories to the Internet.

The North Carolina Department of Transportation, the Governor's Highway Safety Program and Mothers Against Drunk Driving are calling the anti-drunken-driving effort "20 Stories for 20 Years."



Paid Advertising

- **Cable TV:** Ran :30 spots in every major market
- **Radio:** Ran :30 spots in all major markets except Raleigh and Charlotte
- **Movie Theaters:** PSA ran on 317 screens for a total of 561,051 impressions
- **Online:**
 - Pandora: 1,004,385 impressions
 - WRAL.com: 739,629 impressions
 - Google Display Network: 496,322 impressions

Total Impressions: 2,801,387*

*not including radio & TV impressions

**DRINKING
AND
DRIVING
IS
selfish**



Social Media



2,935,790 impressions



49 tweets and 223 retweets

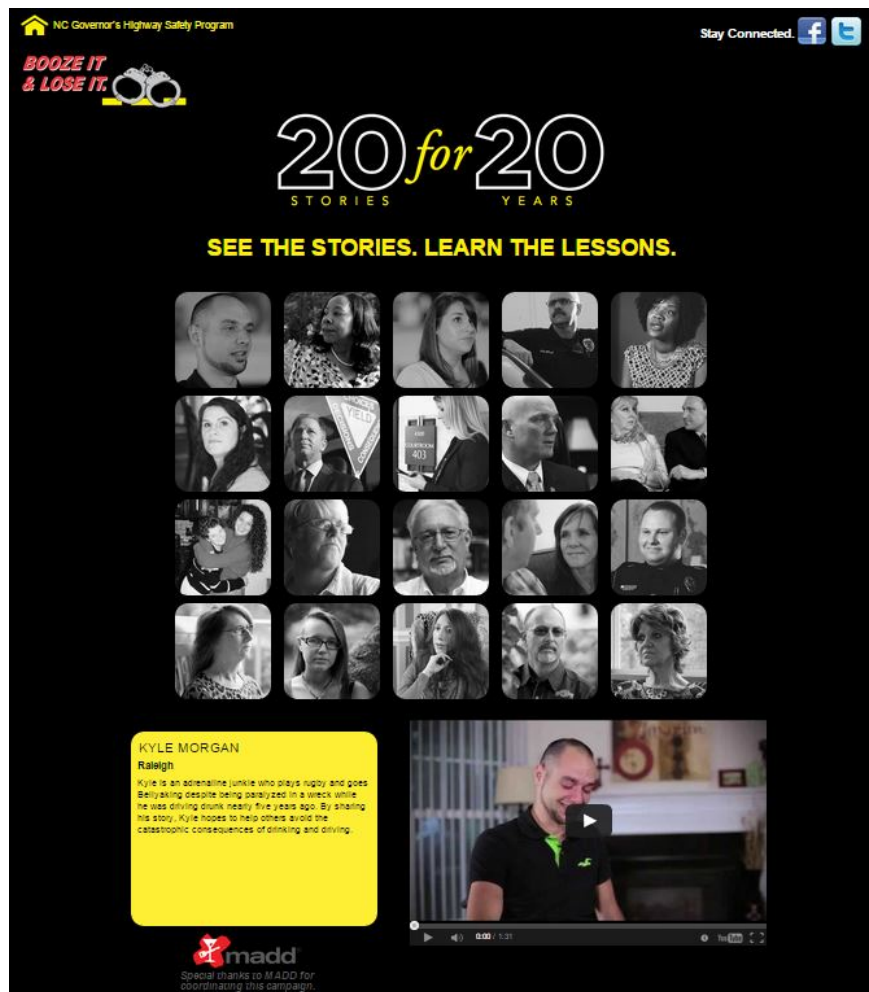


11,210 views of series and related PSA's



755 plays and 66 downloads

BoozeltandLoselt.org Analytics



Total Page Views: 10,382

Average Time on Page:
3:50

Highest Traffic Date:
Dec. 22 – 806 views

Results

Total measurable impressions:
5,759,524

Estimated total impressions:

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Special thank you to MADD



Questions?