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

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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
The Concept

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

20/20 HINDSIGHT
BoozelItandLoseIt.org

North Carolina
DEPARTMENT OF TRANSPORTATION
ncdot.gov
20|20 Hindsight: Jenny and Jeremy
Holiday “Booze It & Lose It” PSA: Drunk Driving Is
Earned Media

News by DMA Chart

- Charlotte, NC
- Greenville-Spartanburg-Ashville-Anderson
- Raleigh-Durham, NC
- Greenville-New Bern-Washington, NC
- Augusta, GA
- Greensboro-High Point-Winston-Salem, NC

News by Medium Chart

- Online
- Newspaper
- Broadcast

Mobile-Pensacola, AL-FL
Roanoke-Lynchburg, VA
Wilmington, NC
Earned Media

NC website tells stories of people affected by drunken driving

 Posted December 22, 2014

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

Compelling videos part of Booze It & Lose It campaign

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 Kitty Artez of Asheville.

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

In honor of the 20th anniversary of the Booze It & Lose It Campaign, 20 people are telling their personal stories to the Internet.
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
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
BoozelItandLoseIt.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: ...
Special thank you to MADD
Questions?