



**National Highway Traffic Safety Administration  
Drunk Driving. Over the Limit. Under Arrest. Campaign**

**August 2008**

**The Challenge:**

This social marketing campaign combines enforcement with communication outreach, in which the main message regarding the benefits of not drinking and driving is not only to save lives and prevent injuries, but to keep people from getting tickets from the police.

- Motor vehicle crashes are the leading cause of death for Hispanics, ages 1 to 44.
- At highest risk are Hispanic children ages 5-12, who are 72 percent more likely to die in a motor vehicle crash than non-Hispanic children.
- Our challenge was to create an effective communications strategy to impact change. Traditional advertising and PSA's were not enough. Our client needed a unique method of delivering an important and delicate message to the Hispanic audience.

**The Solution:**

HCN targeted Drunk Driving prevention messages to US Hispanic men ages 18-34 with a focus on "new arrivals," or recent immigrants. Messaging to this population was designed to move them to action by reinforcing the serious legal repercussions of driving while intoxicated.

**Elements of our Multimedia Campaign:**

- Radio:
  - Four original 60-second PSAs, including segments featuring 2008 campaign spokespersons, Intocable.
  - National distribution of radio productions for broadcast on Hispanic Communications Network's 250+ affiliate radio stations.
  - Law feature integration, live sponsorship mentions, and 60" radio segments placed on *Bienvenidos a America*, the only national Spanish-language immigration call-in talk radio show in the US.
  - Placement of 60" radio segments on *Epicentro Politico*, the national Spanish-language political analysis and debate talk radio show.
- Online
  - Three Flash Banner ads featuring 2008 campaign celebrity spokespersons, Intocable.
  - Ads included messages prompting online viewers to opt-in to the campaign mobile marketing component, incentivized by free MMS downloads (wallpapers, ringtones) of campaign spokespersons.



- Placement of ads on Hispanic ad networks optimizing delivery of campaign messages to targeted Spanish-language websites most popular with Hispanic men ages 18-34.
- Placement of 30-second NHTSA videos and 30-second HCN-NHTSA impaired driving audio segments on websites most popular with Hispanic Men 18-34;
- Spokespersons
  - Recruitment of Intocable, the Grammy-award winning Tejano/Norteño musical superstars as spokespersons in HCN's national campaign, attracting major attention and equity to the Impaired Driving message and brand, particularly within the target 18-34 male Hispanic market.
  - License of rights to images and ringtones of the artists' current hit song most appropriate and currently popular with target unacculturated US Latino male audiences.
- Mobile Marketing
  - Image and ringtone downloads offered free to audiences opting in to the campaign.
  - Opt-in mobilization efforts cross-promoted by HCN's radio segments and the banner ads.