



## ‘Moment of Doubt’ campaign

One of the many strengths of THINK! is its use of target market research in developing individual elements of the programme. For example, one of its very successful campaigns, ‘Moment of Doubt’, aimed to urge men to think carefully about what they drink before they drive. This summer 2007 campaign was targeted at men between the ages of 17 and 27.

The key insight derived from extensive research with this specific target audience about what might persuade them not to drink more than one pint before driving was that this behaviour was perceived to lead to immediate and substantial negative consequences for them personally. So for this campaign the team decided to reframe the consequences of drink driving from the harm it causes to others to the harm it causes the driver – namely, that they will have a criminal record, points on their licence and will be suspended from driving.

The campaign was driven by key insights from a semiotician who had been commissioned to analyse drink drive advertising. This highlighted that road safety messages regarding drink driving would typically have a narrative of happy people drinking, which would then cut to a scene of a crash, but would never include the connecting moment where a driver decides they will have a drink or another drink. This led to the creation of the ‘Moment of Doubt’ campaign, which revolved around the theme of ‘can I get away with another drink or not?’ In the commercial there is no conclusion as to what the driver decides to do. The exchange is left unresolved, which was designed deliberately as this was found to be more unsettling and personal.

In this way, the campaign sought to create cognitive dissonance between the desire for another drink and a set of credible, relevant consequences. As well as being advertised on television, the campaign featured on the radio to catch people in their cars. The advert was also displayed in the pub – in the men’s toilets and on beer coasters – so they were as close to the moment of decision as possible.



The campaign was reinforced by the DfT’s Christmas drink drive campaign, which saw a man trapped in a giant pint glass at London’s Paddington Station to show how drinking and driving can isolate you from everything. The glass toured the country to highlight the dire consequences of drinking and driving and featured a real-life drink driver who had lost his licence, his girlfriend and his job when he was caught driving over the limit.

Six months after the initial launch:

- Young men’s perception that they would be caught by the police had risen from 58 per cent to 75 per cent
- The number of people breathalysed during December 2007 rose by 6.4 per cent, while the number testing positive fell by 19.5 per cent
- The number of KSIs caused by drink driving fell for the first time in 6 years, from 560 (2006) to 410 (2007).