

# New responsible drinking campaign

[brandhouse](#) has launched a new TV campaign, 'Whose driving you home tonight?' that went live yesterday, 27 February 2012.



[click to enlarge](#)



[click to enlarge](#)

The new above-the-line campaign dramatizes the possible consequence of landing up in a police van and, most worryingly, who you could end up sharing the back of the van with, as well as being driven home by a number of other unsavoury characters, each more terrifying than the next. This campaign is premised on the fear factor and belief that this is a powerful deterrent to drunk driving.

A survey conducted over the course of 2011, by [Synovate](#) on behalf of brandhouse, showed an increase in the number of South Africans who said they would not drive if they had had too many alcoholic drinks. The survey indicated a shift of 4% over the course of 2011.

Heather Noble, Responsible Drinking campaign manager at brandhouse, says, "People underestimate how much they can drink before they are over the limit. We are saying, keep the choice simple and choose not to drink and drive. And then you won't end up in trouble."

## "Change consumer behaviour"

The campaign follows on the success of brandhouse's previous campaign, where 136 916 people viewed the advert on YouTube, 'Love to meet you', which became known as 'Papa wag vir jou'.

"This campaign was very successful and now it is time for the next chapter. Our strategy is not simply about raising awareness but rather to change consumer behavior," says Noble.

"You have a choice in terms of who will take you home after you have been drinking. But if you make the wrong choice and choose to drink and drive, there could be very real and dangerous consequences, which can impact the rest of your life.

"The success of our last Drive Dry campaign encouraged us to keep pushing our message. If the company can continue to influence our consumers with this campaign as powerfully as we did in the previous one, then we know we are making a difference."



[click to enlarge](#)



[click to enlarge](#)



[click to enlarge](#)



## Incorporate social media

A consumer generated 'Papa wag vir jou' Facebook page was created in support of the cause and community, with a backing of 17 233 people. Therefore, the company has decided to incorporate social media into its latest campaign, encouraging consumers to continue the conversation about this crucial topic.

Leading up to the TV launch, various installations were showcased at popular nightspots around Cape Town, Johannesburg and Durban over the festive season. These installations included a taxi parked next to a tow truck, with a banner across both cars asking the question, 'Who's driving you home tonight?'

To view the campaign, go to [www.facebook.com/drivedry](http://www.facebook.com/drivedry).

[click to enlarge](#)

For more, visit: <https://www.bizcommunity.com>