

**NHTSA**

# **DRUG IMPAIRED DRIVING:**

**REPORT OF FINDINGS FROM FOCUS GROUPS TO  
ASSESS TV COMMERCIAL IDEAS**

October 24, 2017



# BACKGROUND:

## FOCUS GROUPS

### 36 PARTICIPANTS, 4 GROUPS, 2 CITIES

- CHARLOTTE: OCTOBER 17, 2017
- PHOENIX: OCTOBER 18, 2017
- MEN AND WOMEN AGES 18-34 WHO ARE LICENSED DRIVERS AND WHO SELF-REPORT RECREATIONAL USE OF MARIJUANA, COCAINE, HEROIN AND/OR OPIOIDS

17 men  
19 women  
Mix of ages  
Mix of races and ethnicities

NOTE: For this report, numerical references to grades and grade averages are cited. However, due to small sample sizes, these metrics are not intended to be projected across any population group. Rather, they are only indicative of the degrees of differing opinions expressed by the participants in these four focus groups.



# DISCUSSION TOPICS

Dan

## • ASSESSMENTS OF FOUR TV COMMERCIALS IN ANIMATICS FORMAT

- 1. “Pass It On”
- 2. ”Not All In Your Head”
- 3. “Feel Different”
- 4. “Wrecked”

**Pass it on | :30**  
We see a close-up of a hand reaching into a cooler full of beer, and then passing the beer to a friend.

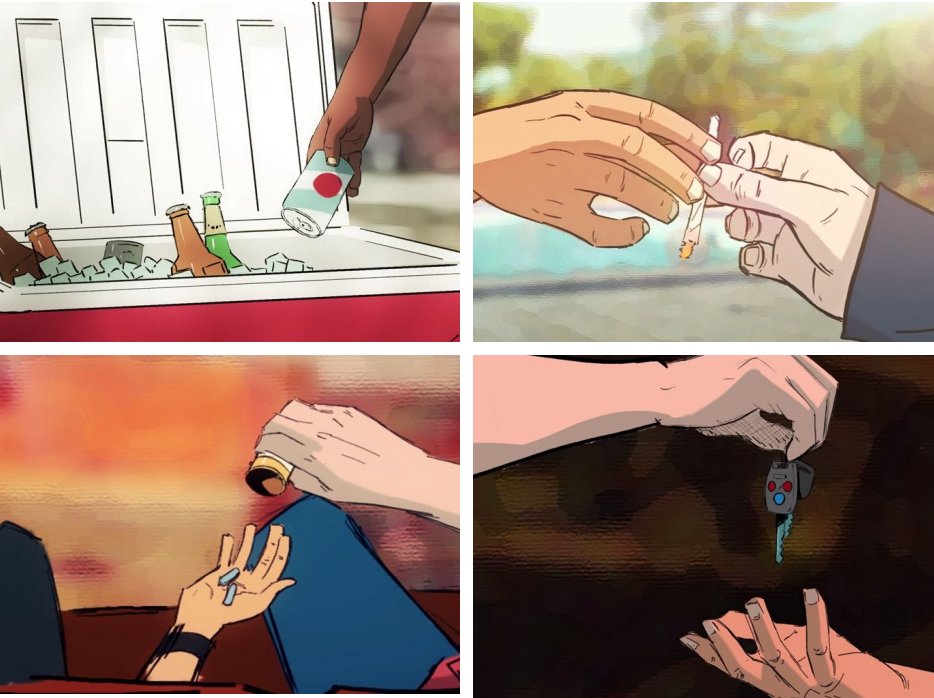
The camera follows a close-up series of hands, however the contents of the hands change: We see the hand passing some beer bottles to a friend seamlessly transition to a hand passing a joint, to a hand passing a small bag of cocaine, to a hand passing a bottle of prescription pills, to hand passing a cocktail, to a hand passing a glass pipe to another person...

We then transition to a close-up of an intoxicated young man handing his car keys over to his sober friend.

**SOBER FRIEND:** Dude, you're wasted. Give me those.

**SUPER/VO:** DUI is more than just alcohol. Pass it on.

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**NOT ALL IN YOUR HEAD » :30**  
The camera takes us thru an art piece made of drug and alcohol paraphernalia to reveal the consequences of driving while drugged.

We open on a dimensional piece of art...

At first it appears to be the face of a 30-year-old man but as the camera moves our perspective changes.

We start to see that the face is actually a menagerie made up of alcohol and alcohol related items including beer bottles, liquor bottles, wine glasses, and hundreds of drugs and drugs paraphernalia.

The camera takes us into the brain.

We're surrounded by different bottles of pills, joints, needles, bottles of alcohol, etc.

**VO: People take drugs and drink to alter their perspective of reality.**

We make our way thru and come out the other side of the art piece.

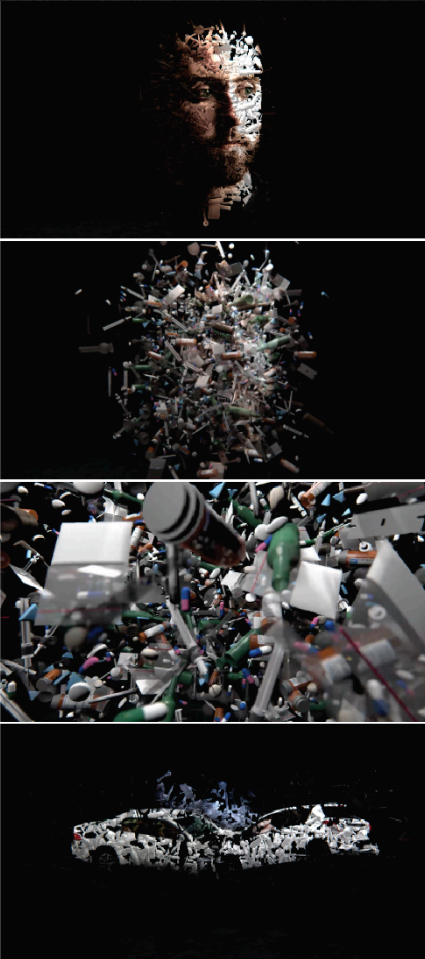
**VO: But when it comes to the dangers of drugged driving...**

At first we can't tell what form the art is making but as our perspective changes it slowly starts to come together.

**VO: ... It's not all in your head.**

We reveal it is now a dramatic representation of a crashed car.

**VO: Drugged Driving is Dangerous Driving.**



**FEEL DIFFERENT » :30**  
Thru a series of quick cuts, we show different drivers getting behind the wheel to show how different drugs and alcohol effect their driving.

WE SEE A MAN GET INTO HIS CAR SLOWLY. AS HE PUTS HIS HANDS ON THE WHEEL HE IS SHOCKED BY THE TEXTURE.

**VO: Different drugs make you feel different ways.**

QUICK CUT TO DRIVER 2 LAUGHING MANIACALLY AS IF HE IS ON COCAINE.

CUT TO DRIVER 3. HE HICCUPS AND BURPS AS IF HE'S DRUNK.

CUT TO DRIVER 4 ON OPIOIDS HONKS THE HORN TO THE BEAT GROOVING ALONG TO THE CHILL MUSIC ON THE RADIO.

CUT DRIVER 5 LAUGHING LIKE A STONER.

CUT TO DRIVER 6 AS HE BECOMES DISTRACTED WITH THE KEYS DANGLING IN THE IGNITION. HE BATS THEM LIKE A CAT.

**VO: And when you feel different.**

THE CAMERA MOVES TO REVEAL HIS FRIEND IN THE PASSENGER SEAT. HE QUICKLY TAKES THE KEYS.

**VO: You drive different.**

**VO: Drugged Driving is Dangerous Driving.**



**Wrecked | :30**  
We will create drugged driving scenes that are animated entirely out of drugs and alcohol. Using beer, marijuana, cocaine, amphetamines, prescription pills... we will animate scenes that show how drugged driving can wreck your life.

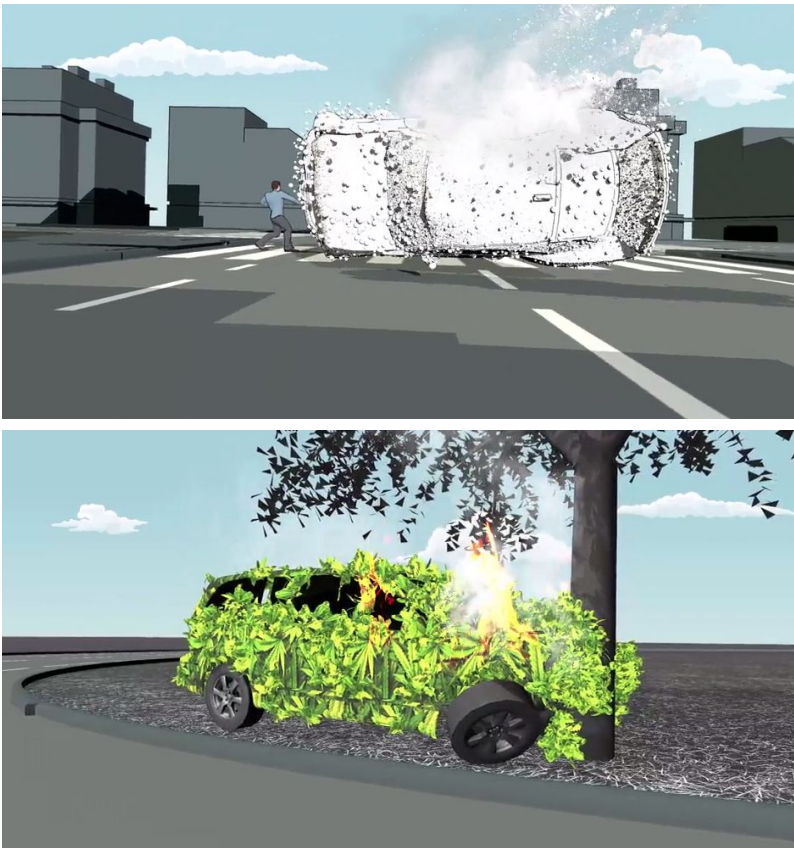
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**SFX: Car driving crash sounds mixed with the sounds of burning marijuana, chopping and snorting cocaine, and smashed beer glasses.**

The marijuana car crashes and burns into flames. The cocaine car is blown away when it crashes. The prescription pills car is crushed into powder when it crashes. And the beer bottle car shatters when it crashes.

**VO: DON'T LET DRUGGED DRIVING WRECK YOUR LIFE.**

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# SIDE-NOTES ABOUT THE EFFECTS OF DRUGS ON DRIVING SAFETY

- Dan ALTHOUGH THE PRIMARY “FOCUS” FOR THE GROUPS WAS ASSESSMENT OF THE TV IDEAS, THERE WERE NOTEWORTHY REMARKS ABOUT DRIVING AFTER CONSUMING DRUGS; THEY WERE CONSISTENT WITH PREVIOUS GROUPS:
  - Many participants claimed they were safer, more attentive and/or more cautious drivers after consuming drugs (exception: alcohol)
  - Drunk driving was considered significantly more dangerous than driving after consuming other types of drugs
- YET SEVERAL PARTICIPANTS SHARED ACTUAL, UNSOLICITED STORIES ABOUT SERIOUS CRASHES THEY OR FAMILY MEMBERS/FRIENDS HAD EXPERIENCED WHILE DRIVING HIGH ON DRUGS



# TV COMMERCIAL ASSESSMENTS

Dan

## Pass it on | :30

We see a close-up of a hand reaching into a cooler full of beer, and then passing the beer to a friend.

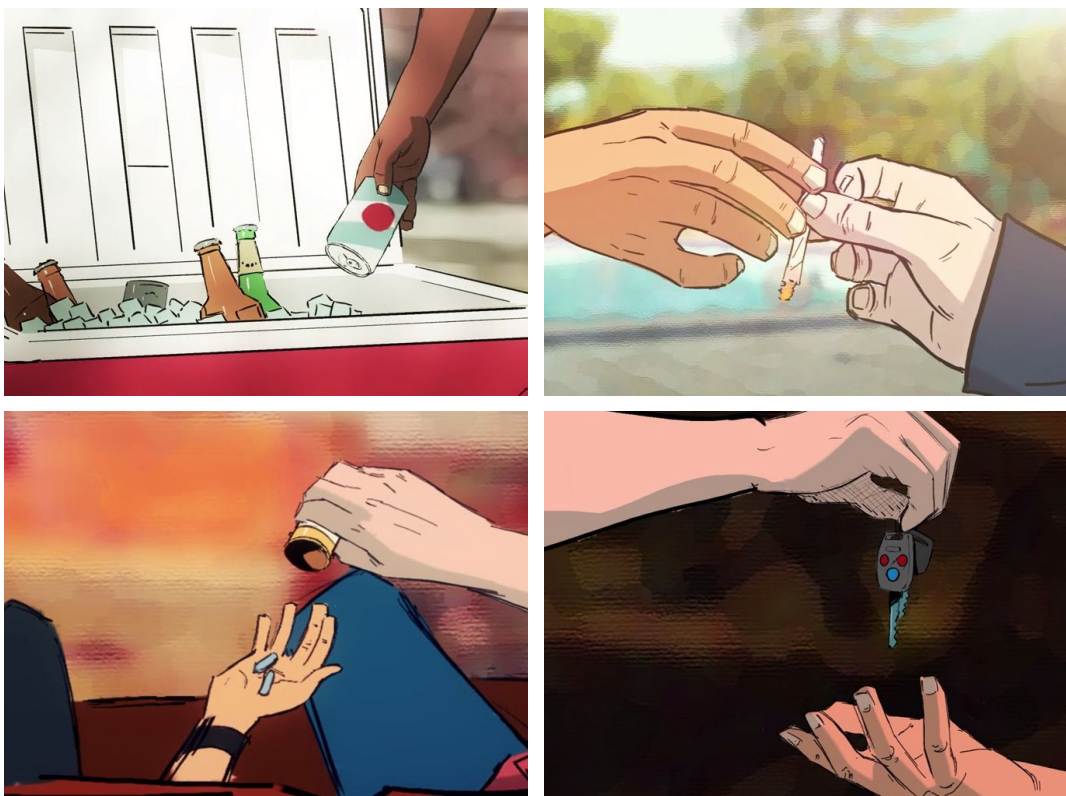
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**SOBER FRIEND:** Dude, you're wasted. Give me those.

**SUPER/VO:** DUI is more than just alcohol. Pass it on.

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## NOT ALL IN YOUR HEAD » :30

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**VO:** People take drugs and drink to alter their perspective of reality.

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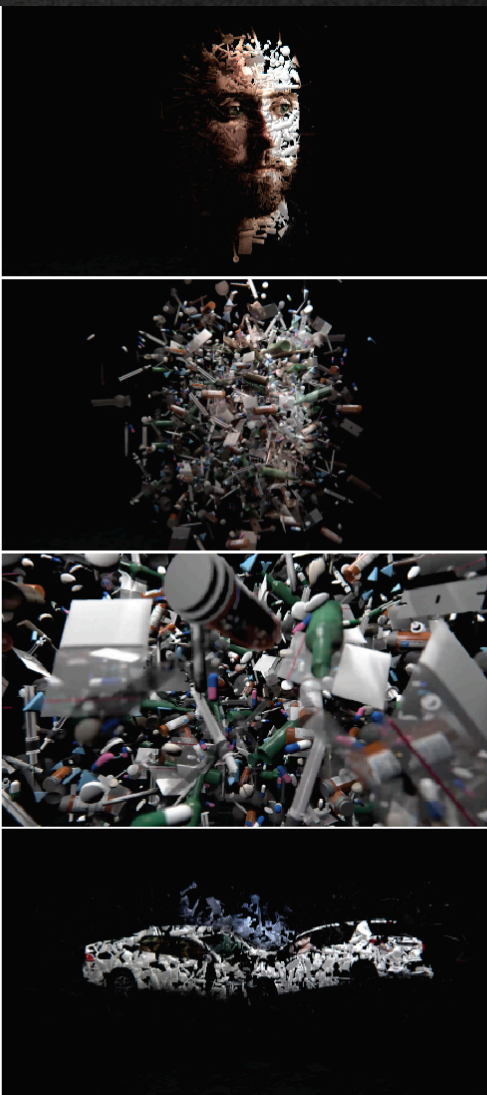
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**VO:** Drugged Driving is Dangerous Driving.



## FEEL DIFFERENT » :30

Thru a series of quick cuts, we show different drivers getting behind the wheel to show how different drugs and alcohol effect their driving.

WE SEE A MAN GET INTO HIS CAR SLOWLY. AS HE PUTS HIS HANDS ON THE WHEEL HE IS SHOCKED BY THE TEXTURE.

**VO:** Different drugs make you feel different ways.

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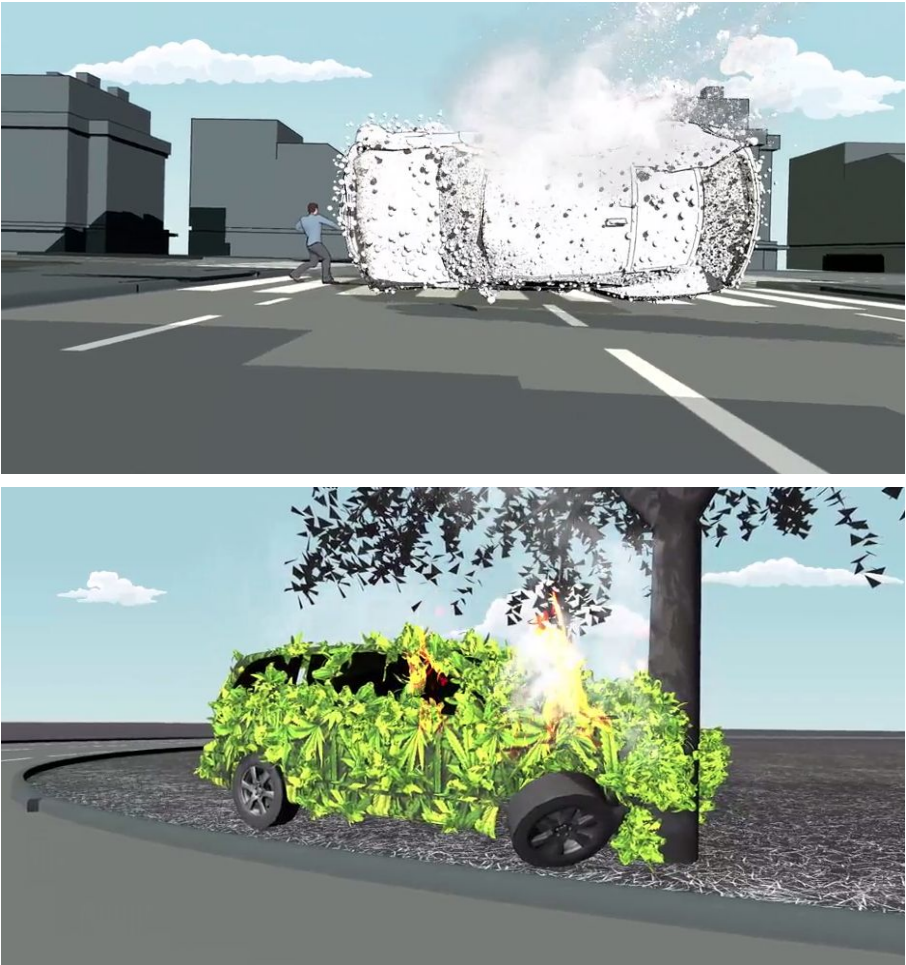
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# ASSESSMENTS: PASS IT ON

Dan

Favorable comments about (1) realism of party scene, (2) positive ending with the sober friend, and (3) inclusion of a range of different drugs

Compared to the previous version of this idea that was assessed in June, the issue about confusion of the end scene has been abated

Highest scoring idea in grading assessments

In grading exercise, most “A”s (15); fewest “D”s (1) and no “F”s

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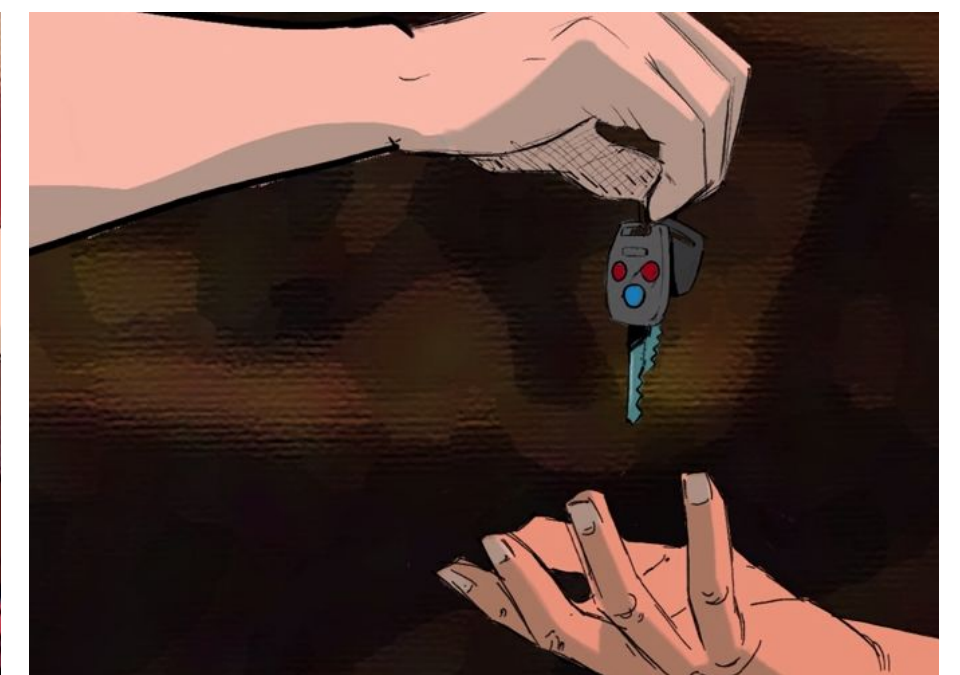
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**SUPER/VO:** DUI is more than just alcohol. Pass it on.

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Grade-point-average: **3.11** (on 4.0 scale)

Note: previous version, assessed in June, was 2.30



# ASSESSMENTS: PASS IT ON



Clearly, explicitly stated message that DUI is more than just alcohol

Portrayal of many types of drugs

Realistic depiction of a party scene

Increasing pace of the music and drug passing

Positive ending with the sober person helping his friend



Doesn't show any driving or consequences

The closing line's delivery (between the two friends) critiqued as weak, "boring" and "soft"; needs to be more real, more engaging

Perceived over-emphasis of marijuana, compared to other substances



# ASSESSMENTS: NOT ALL IN YOUR HEAD

Dan

Attention-getting and interest-holding idea

Ironically, the powerful imagery diluted the V/O audio message

Perceived to be noticeably “shorter” than the other three

Second-highest scoring idea in grading exercise

In grading, second-most “A”s (10); most “B”s (14); no “F”s

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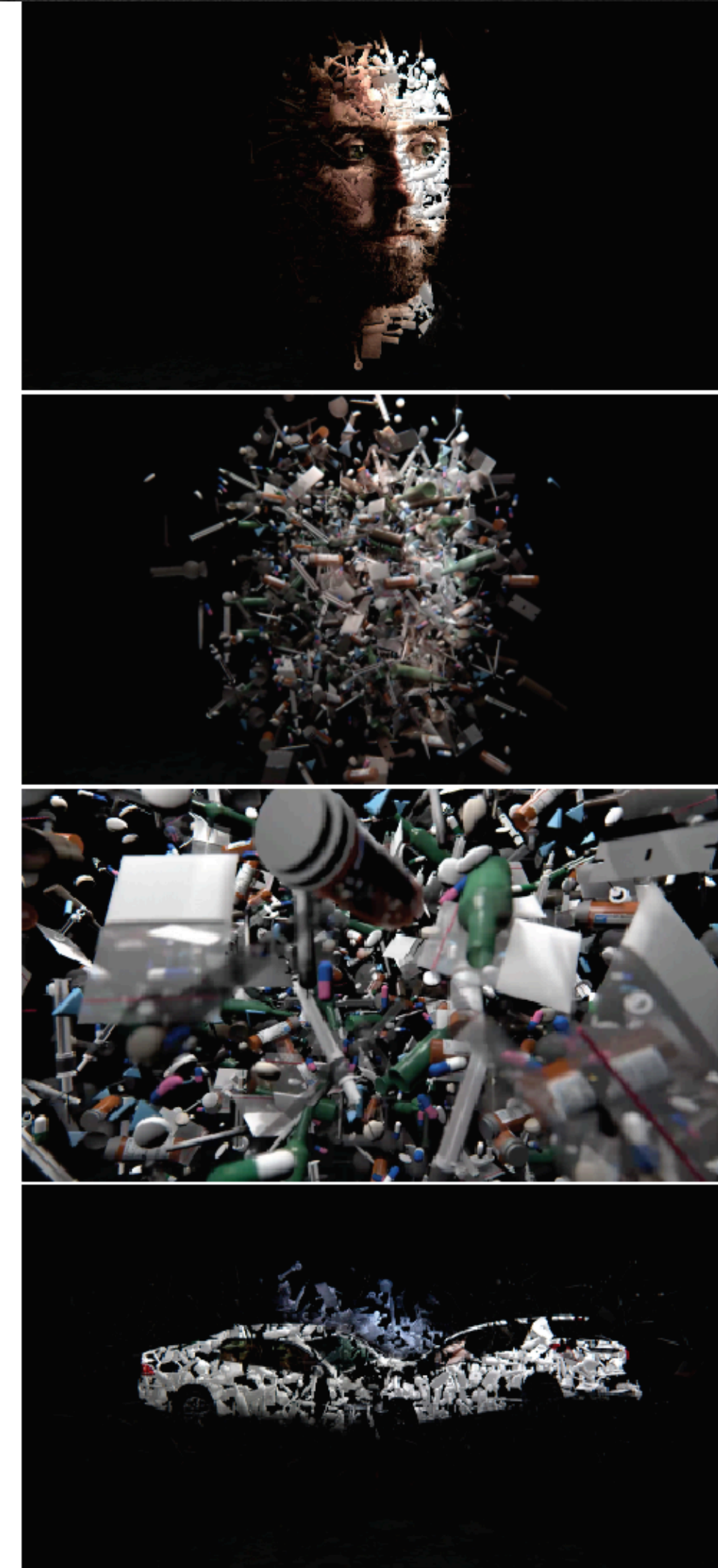
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Grade-point-average: **2.75** (on 4.0 scale)



# ASSESSMENTS: NOT ALL IN YOUR HEAD



Favorable comments about the “abstract” and “artistic” style; “visually interesting”

Retained attention

Represented many types of drugs

Made a connection of drugs to crashes



Critiqued as “too short” (albeit, length was actually the same as the others)

Resistance to the V/O explanation of why people use drugs: “not believable”; “that’s not the only reason”; “everyone has a different reason”

So visually interesting that many people paid little attention to V/O message the first time it was viewed

In the audio, “drugged driving...” sounded like “drunk driving...” to several



# ASSESSMENTS: FEEL DIFFERENT

Depictions of drivers generated notable laughter

Though participants understood and “got” the overall message, they expressed opinions that the commercial would not be taken seriously due to exaggerations of behavior

Third-highest scoring idea in grading exercise

Widest variation of grades, including the most “F”s (3)

## FEEL DIFFERENT » :30

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Grade-point-average: **2.50** (on 4.0 scale)



# ASSESSMENTS: FEEL DIFFERENT



Funny, comical, entertaining

Attention-getting and holding

Depiction of a variety of impairments caused by different drugs



Won't be taken seriously: "Too extreme," "exaggerated," "over-the-top"

Doesn't show consequences



# ASSESSMENTS: WRECKED

Dan

Entertaining and interesting, but too much like a video game

Over-emphasis of crashes and car depictions, but lack of presence of drivers/drivers' faces, resulted in little emotional appeal

Lowest scoring idea in grading assessments

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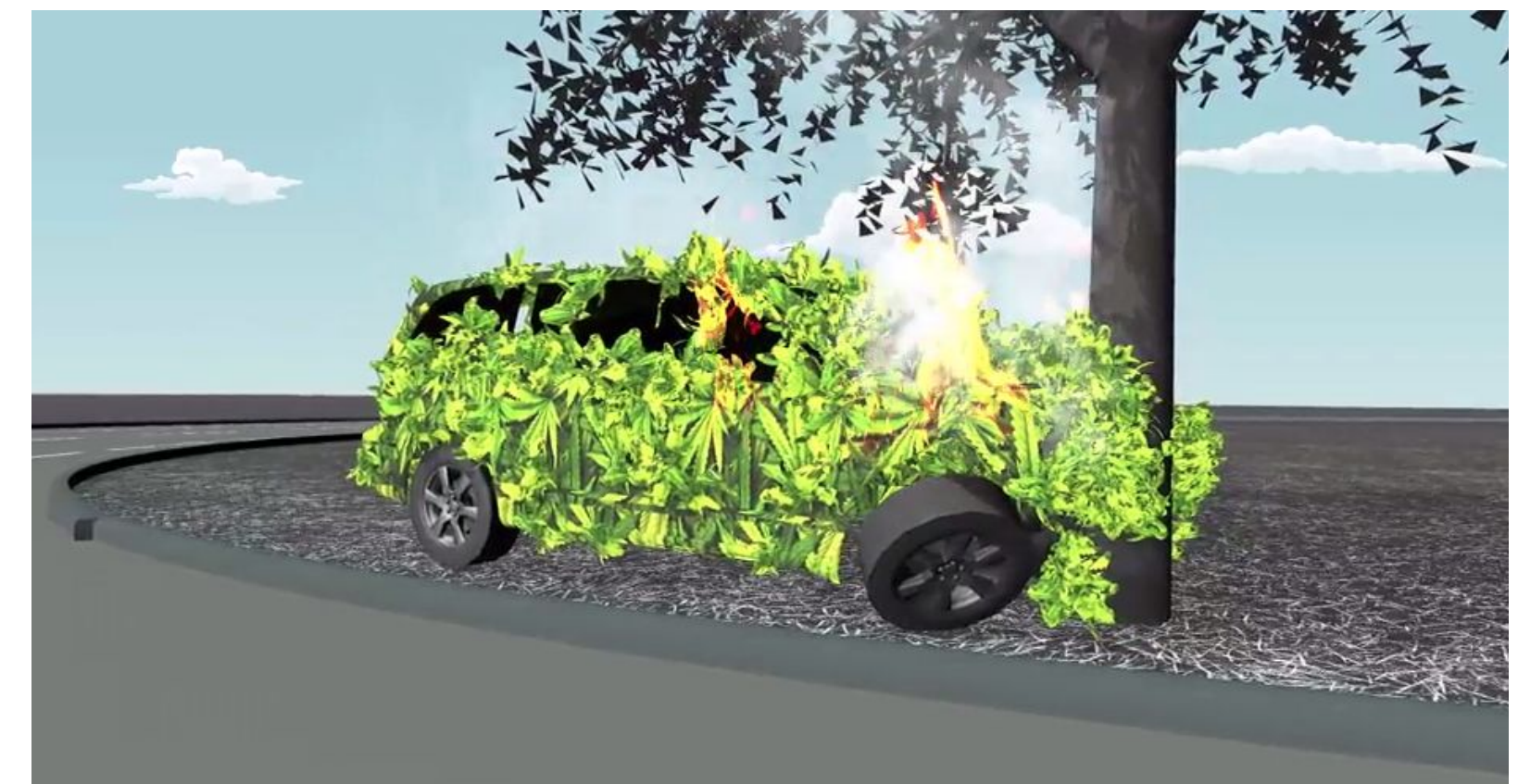
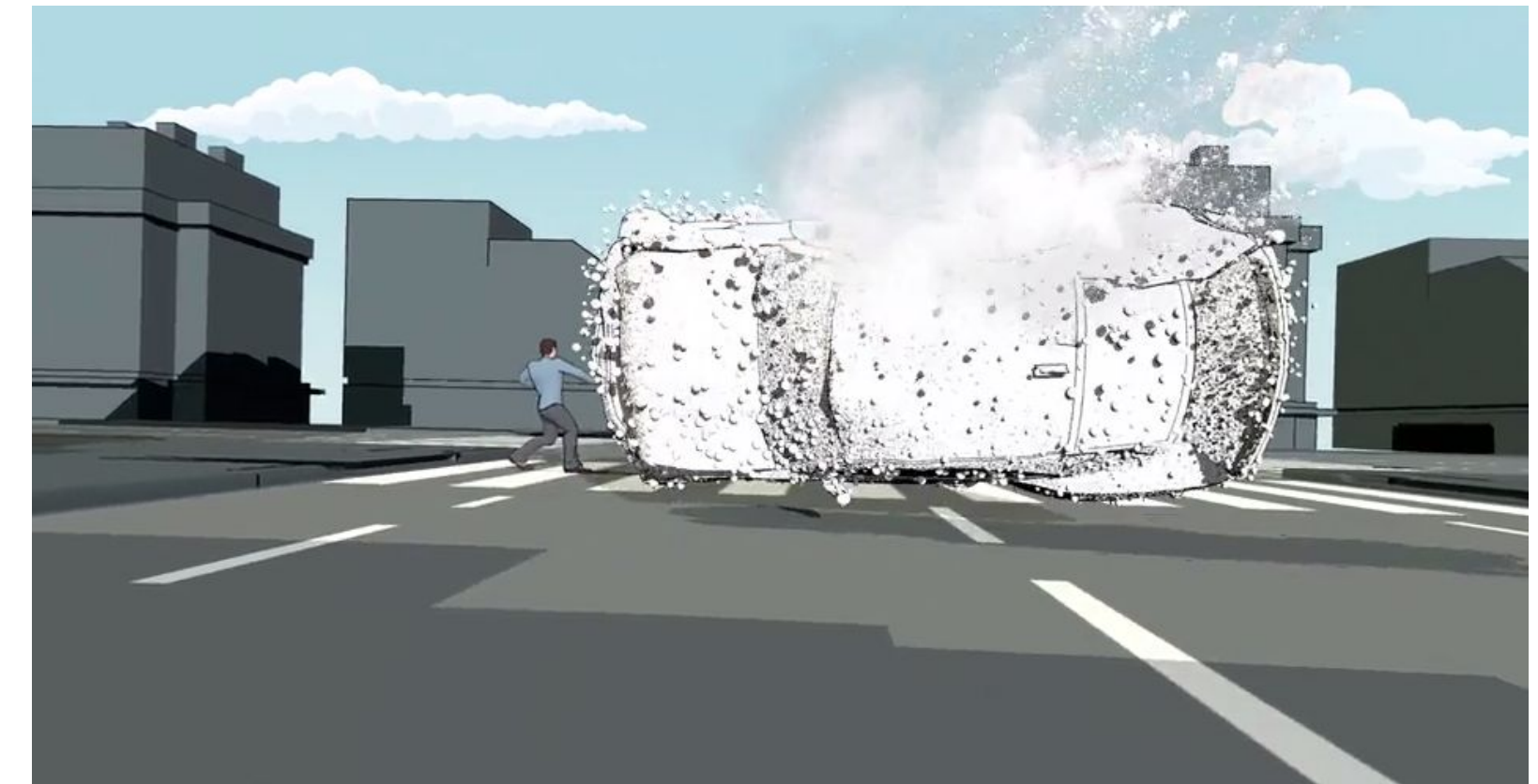
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Grade-point-average: **2.22** (on 4.0 scale)



# ASSESSMENTS: WRECKED



Interesting, unique

Entertaining crash scenes

Shows consequences

Depicts variety of drugs

“Wreck your life” play on words commended by many



Too much like a video game (e.g., Grand Theft Auto)

Shows funny cars and spectacular crashes, but not drivers or faces; impedes emotional engagement

Makes it appear that all the different drugs have the same effects on driving (in particular, speeding)



# RECOMMENDATION: REFINE AND PRODUCE “PASS IT ON”

- DESPITE RELATIVELY NOMINAL CRITICISM, THE RESEARCH INDICATED THAT THIS TV IDEA WILL CONVEY THE INTENDED MESSAGE EFFECTIVELY AND MEMORABLY
- MORE RESPONDENTS LIKED “PASS IT ON” THAN THOSE WHO DIDN'T
- CONSIDER REFINEMENTS (THROUGH ACTING, SETTING MODIFICATIONS AND/OR SCRIPT CHANGES) TO THE “SOBER FRIEND” SCENE TO MAKE IT MORE INTERESTING

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