

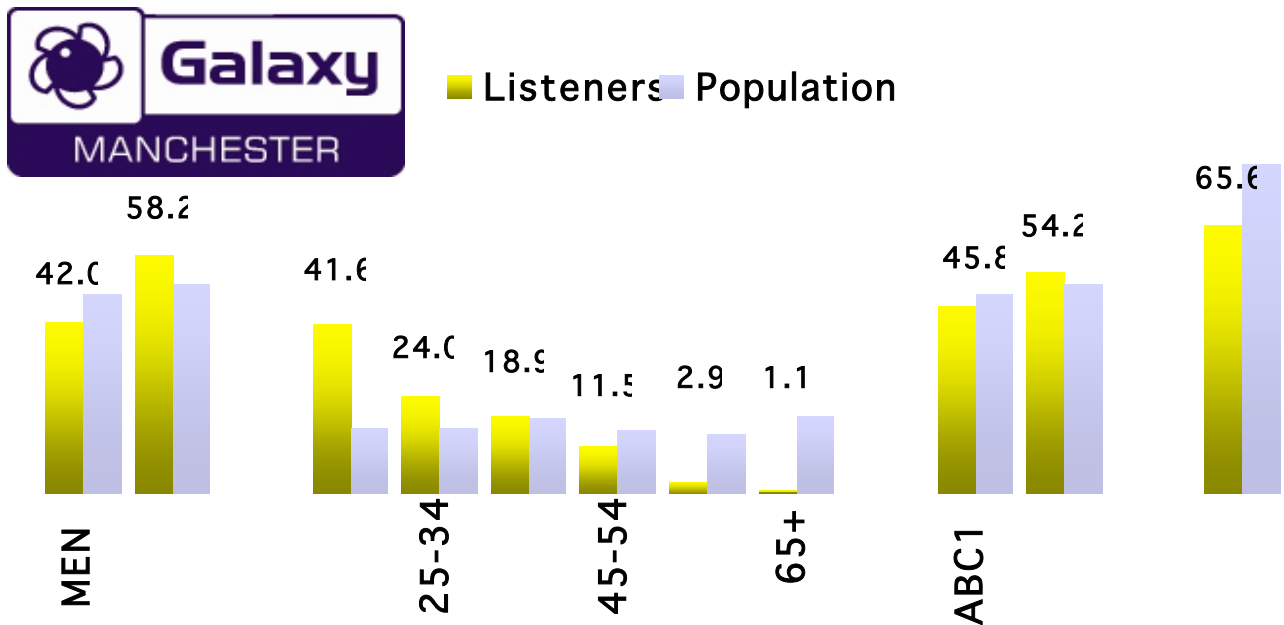
**Campaign: a “Think Safe Drink Safe” announcement**  
**“Challenge Manchester 100 days:**  
**Responsible drinking and stamping out anti-social behaviour”**

**1. Aim – what was the single most important thing this campaign needed to do?**

- a) To create awareness that binge drinking can lead to negative consequences specifically increasing the likelihood of anti-social behaviour.

**2. What were the campaign objectives?**

- a) To launch the campaign at the same time as/within the Challenge Manchester 100 days activities focusing on responsible drinking and stamping out anti-social behaviour.
- b) To collaborate with other partners throughout the design planning stage. Led by NHS Drinking Responsibly project and RedC marketing, partners from the Crime and Disorder team, the 100 days team, and GMP City Safe contributed to the campaign brief and scheduling.
- c) To use a radio campaign to deliver the piece using three adverts over a minimum of 150 spots. Galaxy Manchester was chosen to reach the target audience who are seen to be “individual”, be highly media literate, have varied personal tastes, look forward to the weekend, love fun, sports, music, movies, fashion, computers, internet & technology part of their life.



Galaxy Reach Profile (2005) 58% female audience and 42% male

- 41.6% 15-24 year olds
- 24% 25-34 year olds
- 18.9% 35-44 year olds
- 11.5% 45-54 year olds
- 2.9% 54-64 year olds
- 1.1% 65+

d) To commission project creation and production through RedC Marketing and the employment of two local rappers from GMMAZ\*. The project produced three tracks as part of the one radio campaign. Each track taking an anti-social behaviour theme: physical assault, noise nuisance and criminal damage. These were chosen as the three most prevalent incidents of anti-social behaviour (Respect Agenda 2005).

\*GMMAZ is one of 24 Youth Music Action Zones in England and Wales that provide music-making activities to young people who might not otherwise have had the opportunity.

d) To use the opportunity to repeat an already established social marketing trademark “Think Safe, Drink Safe” (a partnership branding for responsible drinking).

e) To use an existing banner ad on [www.galaxymanchester.co.uk](http://www.galaxymanchester.co.uk). This was already prepared and had been created as part of the previous pro bono provided by RedC marketing. The creative design of the banner ad was in the same style as the “2-4-1” NHS safer drinking 8 page portrait leaflet which would be launched at the same time as the 100 days campaign. This 8 page portrait leaflet had already been designed as part of the pro bono provided by RedC Marketing; print costs charged to the NRF Drinking Responsibly project.

### 3. Who were our target audience?

Our target audience were 18-30 year old binge drinkers\* who go on to cause public mischief by making inappropriate noise late at night, getting involved in fights, urinating in public, vomiting in the street, vandalizing public and private property etc. For example, **Dave**, **Stacey** and **Steve** (below) would be classic binge drinkers and exactly the people we wanted to influence. We assumed that neither Dave, Stacey or Steve were thinking about changing their drinking, and typically would have a disassociated attitude to responsible drinking campaigns - “it won’t happen to me”:

*Dave is 29 years old, he works hard all week and starts the weekend with a pint - “its the 21<sup>st</sup> century, work hard, play hard: you’ve earned a good session by the weekend”. He’s known for skipping dinner and ordering a round of shots as soon as he’s out the door, “eating only puts me off drinking, why would I want to do that?” Dave tunes into Galaxy all day at work and goes to R&B nights in town. He’s been known for losing it but says, “no one can put a stop to my Friday night action, how else would I get the week out of my system?”*

*Stacey is 18 years old, she likes socialising with mates, watching soaps and listening to music. “Of course I go out and get drunk – I’m no square”. She enjoys drinking a bottle of wine and getting ready to Galaxy on a Saturday night - “I used to be a light weight but I’m getting much better now!”. She has been known to get a bit aggressive when she’s drunk and has fallen out with her mates before, usually over some fella. More often she gives her friends a laugh and wants to keep it that way because “there’s a guy in my year at college who doesn’t drink and no one bothers with him”.*

*Steve is 23 years old, he likes a drink with his mates, reads FHM, and plays Sunday league “you can’t beat a night out with your mates”. Steve listens to Galaxy every morning on his way to work and tunes in to “Wes buys the drinks” to find out where the DJs will go next “I reckon my best night was when I downed 20 pints of Stella but ended up in A&E with a broken nose”. He’s made a few bad decisions in the past - his Mum keeps telling him to not let it get in the way of his football but says - “I can’t imagine never drinking again – it would be the end of my social life”.*

\*Binge drinking is defined as drinking more than 6 units of alcohol in one session if female and more than 8 units of alcohol in one session if male. In the North West, 18-30 year olds are drinking on average 12 units in a session (depending on whether you are a man or a woman, this

is 3 or 4 times the safe level). Source: Taking Measures: a situational analysis of the North West, 2005.

## 2. Strategy & background to the campaign

One of the key reasons to tackle the issue of responsible drinking and anti-social behaviour in May 2006 was to support the Challenge Manchester 100 days campaign. Alcohol as a drug can switch off parts of the brain responsible for social control (ie. urinating in public, being noisy, respecting other people's property). Alcohol induced anti-social behaviour comes in many differing forms and can affect the lives of many. It creates an unsafe environment for people to live in and is a serious drain on the emergency services, such as the police and A&E personnel.

The strategic background to this campaign was very much in line with the government's Respect agenda that aims to encourage and educate people to respect others regardless of age, religion or background. New fixed penalty notices and injunctions against anti-social behaviour were among the proposals put forward by the Respect Task Force which was set up last year.

Overarching alcohol strategies including the National Alcohol Harm Reduction Strategy for England (2004) and the Manchester Alcohol Strategy (2005-08). There is increasing evidence to justify continually raising the issue of "alcohol misuse" and the benefits of responsible drinking to the individual and society:

- *North West club-goers are drinking an average of 12 units on a typical night out.*
- *Up to 70% of all A&E admissions are alcohol related.*
- *1.2 million alcohol related violent incidents a year*
- *1 in 5 violent crimes takes place in or around pubs and clubs, 70% of these take place on a Friday or Saturday night (Cabinet Office Strategy Unit Alcohol Project 2003).*
- *In 2001 and 2002, 47% of all victims of violence described their assailant as being under the influence of alcohol. (Flood Page and Taylor, 2003).*
- *Population studies show that, as alcohol consumption increase, so does violent offending (Norstrom 1998).*
- *People who visit pubs and bars on 3 or more times a week are twice as likely to be victims of violence, as those who rarely visit pubs or bars (Cabinet Office Strategy Unit Alcohol Project 2004)*
- *52% of people officers thought that alcohol related violence was increasing in pubs and clubs and 61% thought it was increasing in streets (Cabinet Office Strategy Unit Alcohol Project, 2003)*
- *In a 2003 MORI poll, 80% of police officers thought that alcohol was a factor in 3 out of 5 incidents on a Friday or Saturday night. (Alcohol Harm Reduction Group 2003)*
- *In a Home Office youth lifestyles study, 69% of male binge drinkers and 45% of female binge drinkers reported at least one incident of theft, criminal damage or involvement in fights/arguments in the last year, compared to 34% of regular male drinkers and 18% of regular female drinkers (Richardson and Budd, 2003)*

### **3. What state of mind did we expect the target audience to be in before they heard our campaign?**

One of the major challenges for alcohol education and prevention is to develop discrepancy among people who think they are drinking safely (hazardous drinkers where there is potential for harm). Different to smoking campaigns, the health message here is “you can drink, but drink responsibly”. This campaign was aimed at our classic audience who live for Friday and Saturday nights! They love their nights out...it's their time! Friday and Saturday nights are the only times of the week when they don't have to take orders from teachers, tutors, work colleagues and bosses. It's the only time when they can let their hair down, forget about everything and go out to get drunk. We expected the target audience to be on their way to work, tuning in at work, listening whilst getting ready to go out, or waking up to their radio alarm (potentially suffering the hangover effects the morning after the night before).

### **4. What state of mind did we want the target audience to be in after they have heard this campaign?**

We wanted our target audience to hear this campaign and start questioning their behaviour (or their friends' behaviour) last Friday night or the next:

*“Last Friday night was great but...*

*...how would I have liked it if someone had kept me awake until 3am due to my drunken shouting?”*

*...how would I have reacted if I spotted someone urinating up my garden fence?”*

*...that feller didn't deserve that smash in the face. I wouldn't want it to happen to any of my mates”*

*...how would I have liked it if I was waiting at the bus stop stood in a pool of shattered glass?”*

We want them to hear this campaign and think about the next time they go out .....

*“I'm not going to stop drinking but I've been thinking about the consequences ....*

*..... I won't drink on an empty stomach, I need to think about other people (Dave)*

*.....if something stresses me out I need to walk away, I don't want the embarrassment (Stacey)”*

*..... at a certain time of the night, I just need to head safely home (Steve)*

### **5. What did we want them to do when we contacted them? What was the desired 'call to action' device?**

The response relied on self-assessment and reflection. If listeners did require further information we directed them to [www.drinkaware.co.uk](http://www.drinkaware.co.uk). Drinkaware is an interactive website containing credible, user friendly information about alcohol, its effects, and safer drinking tips. The campaign used the trademark (initiated by GMP City Safe) as its originator “this was a public service announcement brought to you by Think Safe, Drink Safe”.

## 6. How did we plan to measure the effectiveness of the campaign?

A banner ad on [www.galaxymanchester.co.uk](http://www.galaxymanchester.co.uk) was used to monitor the number of “click-thrus” to [www.drinkaware.co.uk](http://www.drinkaware.co.uk). This banner ad was posted for free by Galaxy Manchester as added value to campaign.



A banner ad was also purchased for 26 days on [www.yournightout.co.uk](http://www.yournightout.co.uk). This is a Manchester based student/clubbing website with the majority of our visitors aged from 18 to 25. The website has approximately 10,000 visits each month and a total of 300,000 page impressions to local clubbers. The banner ad here would also provide a number of “click-thrus” to [www.drinkaware.co.uk](http://www.drinkaware.co.uk).

## 7. Campaign results

The campaign commenced Monday 8th May 2006 and was on-air for two weeks. Character “Dave” was played initially on a loop from 8/5/06-10/5/06 to familiarise listeners with the style, tone, and music track. From then from 11/5/06 – 21/5/06 characters “Dave”, “Stacey” and “Steve” were rotated across the remaining spots.

**60 second adverts** – “Guilty conscience rap”

**Radio station** – Galaxy Manchester

**Dates** – May 8th to May 21<sup>st</sup> 2006

**Number of Days** - 14

**Cost of Campaign** – £11,693.75

£6000 air time Galaxy Manchester

£3050 studio production costs including hire of rappers, American voiceover

£1950 project planning and production RedC

**Number of 60 second spots** – 150

**Cost per advert per slot** – £77.96

### Additional airtime

Contact emerged from a local DJ working for All FM and Wythenshawe FM following the article in the MEN Wednesday 6<sup>th</sup> May 2006. Additional airtime was purchased with Wythenshawe FM in response to a proposal to run the adverts locally with one or both stations. Price comparisons were made between All FM and Wythenshawe FM. Wythenshawe FM was chosen as a local, secondary audience as a way of supporting a local community radio station in the South of the city. They also agreed to hold a phone-in quiz question to win a case of Dandelion & Burdock bottles. The team were also given a supply of NHS safer drinking leaflets and relations were established as a consequence to the campaign.

**60 second adverts** – “Guilty conscience rap”

**Radio station** – Wythenshawe FM

**Dates** – May 8th to May 21<sup>st</sup> 2006

**Number of Days** - 28

**Cost of Campaign** – £500 no VAT

**Number of 60 second spots** – 112

**Cost per advert per slot** – £4.46

**Quiz phone-in Wythenshawe FM**

**Date - TBC**

**Question – TBC**

**Number of entrants - TBC**

**Opinion Poll**

**A local high school got involved during the campaign (8<sup>th</sup> May – 21<sup>st</sup> May) by taking part in a small survey within their PSHE lesson. Students were asked to listen to the adverts and answer the following questions (below).**

Males = 13  
Females = 29  
No indication = 15  
Total = 57 students

12-13 year olds = 19  
14-15 year olds = 5  
16-17 year olds = 32  
No indication = 1

Age .....	Male / Female
1. What is the message in the adverts?	
2. On a scale of 1-10 how effective are the adverts?	
Not effective	Very effective
0 ..... 10	
3. Which conscience voice speaks loudest to you (be honest!)?	
a) the Good conscience	
b) the Bad conscience	
4. Which advert is most effective for you?	
Dave (physical assault)	
Stacey (noise nuisance)	
Steve (criminal damage)	
5. Do these adverts make you consider your own drinking habits? Please say why or why not	

*Some comments to question 1:*

Think before you act (15)  
Think before you do things (15)  
Drink safely (13)  
Think about your actions before you take action (13)  
To give listeners a 2 sided argument on how to deal with being drunk, listener will hopefully follow good conscious" (15)  
Informing about binge drinking, giving listeners information, hoping people will follow (16)  
Watch how much your drink, otherwise you may do something you regret (17)  
The email address and the crimes (no age)

*Results from question 3:*

70% of students reported that the "good conscience" spoke loudest to them.  
18% reported that the "bad conscience" spoke loudest to them.  
7% did not indicate a preference  
5% reported both consciences spoke loudest to them

*Some comments to question 3:*

"usually good, bad when I'm drinking"  
"equally effective"

*Some comments to question 5:*

Age 17 "not really because I'm not an aggressive drunk"  
Age 17 "slightly but I would not think of them when I'm out"  
Age 16 "no, not a alcoholic and don't drink loads, no people do though"  
Age 16 "don't drink a lot anyway but doesn't change my drinking habits"  
Age 17 "yes bad things can happen if you are not aware"  
Age 17 "yes it reminds me to be cautious when am drinking"  
Age 17 "yes, may not make me stop drinking but might be more careful"  
Age 17 "they make me become more aware of how I act when I drink although I'm never really stupid with the amount I drink when I'm out"  
Age 17 "I gave up drinking last July because I realised I'm a twat when I'm drunk! Only wine with dinner these days"  
Age 16 "yes it shows the effects of drinking even though I don't drink"  
Age 16 "yes - real life examples are true – music makes it easier to understand"  
Age 15 "yes, they just make you think about how other people could act to"  
Age 13 "yes it gets stuck in your head you think of it"  
Age 13 "yes because they show what the consequences of drinking are"  
Age 13 "yes because it tells you about your different *conshonces* and what could happen"

**A small group from HMP Manchester did the same survey and listened to the adverts as part of a health promotion alcohol awareness session.**

2 female (prison officer)  
6 males

*Some comments to question 1:*

To drink sensibly (32)  
Warning of the dangers of alcohol (no age)  
Alcohol abuse and behaviour (25)  
Drink in a moderate level and be sensible (34)  
Think about the consequences of your actions if you have been drinking (33)  
Don't drink beer (29)  
Don't drink to overcome your anxieties (36)  
Drink safe and moderate (28)  
Don't drink too much or not at all (36)

*Some comments to question 5:*

No because I don't drink (34)  
No as I feel that I already drink responsibly (33)  
No because when I start drinking I find it hard to stop (32)  
Rap music is associated with gangs and violence lately its more about style and lyrics (25)  
Yes I like a drink every day (29)  
Yes because of the change in behaviour after alcohol (36)  
Yes (28)  
No aimed more at younger binge drinkers

**Banner Ad** [www.galaxymanchester.co.uk](http://www.galaxymanchester.co.uk)

**Description** - 468 by 60 banner running along the header on the website homepage. Campaign dates from 8<sup>th</sup> May to 21<sup>st</sup> May 2006. Campaign linking thru to <http://www.drinkaware.co.uk>.

**Dates** – May 8th to May 21<sup>st</sup> 2006

**Number of Days** - 14

**Cost:** £0 - added value to the campaign

**Page Impresssions:** 106,663

**Click Thru's to their official web site:** 126

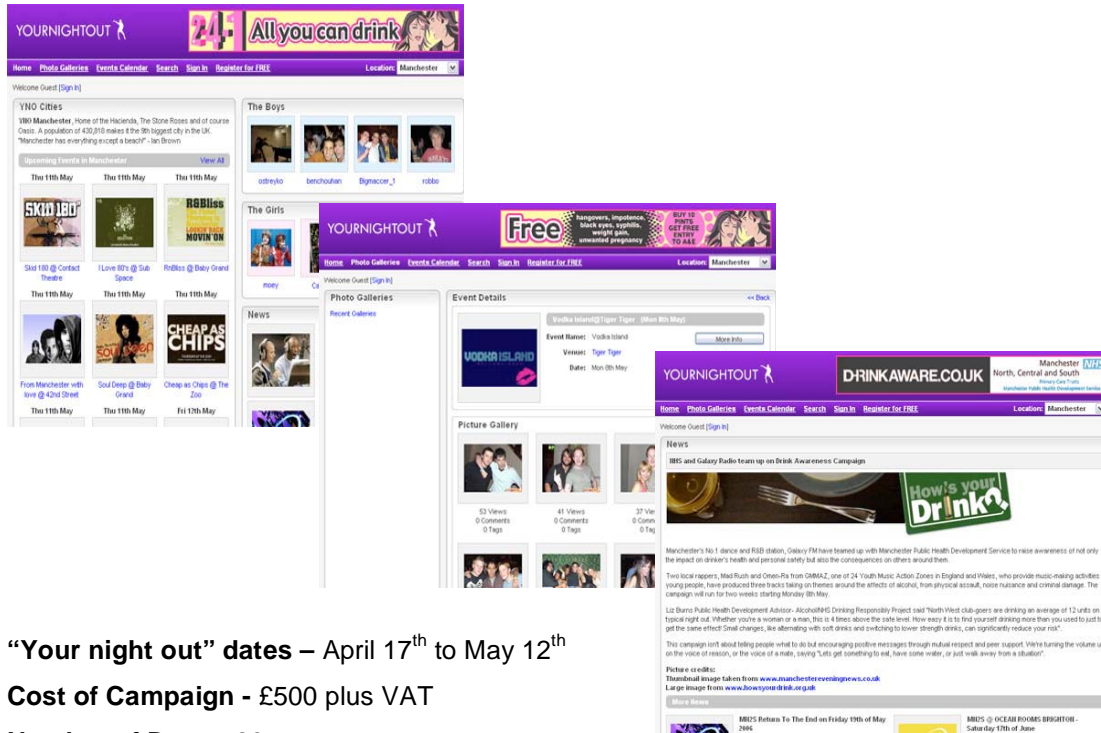
**Click Thru Rate** = 0.11% (Slightly Above Industry Standard)

**Industry Standard** = 0.06% (DoubleClick.net 2006)

## Banner Ad [www.yournightout.co.uk](http://www.yournightout.co.uk)

**Description** – 468 by 60 banner running along the header on every page of the website. Campaign dates from 17<sup>th</sup> April to 7<sup>th</sup> May. Campaign linking to <http://www.drinkaware.co.uk> in order to back up the 3 weeks of responsible drinking/stamping out anti-social behaviour activities within the 100 days campaign. Campaign also included press release in the news sections which remains in the archives of the site.

**Screen Shots** – Sample screen shots from various pages.



**“Your night out” dates** – April 17<sup>th</sup> to May 12<sup>th</sup>

**Cost of Campaign** - £500 plus VAT

**Number of Days** - 26

**Average Daily Page Views** – 21,500

**Total Page Views** – 559,000

**Estimated Cost per Thousand Page Views** – 90 pence

All data verified by AWSTATS

**Pages still online:** <http://www.yournightout.co.uk/index.php?page=newspage&nid=33>

**Press coverage** -

Delivering these key messages –

- (a) 100 days Challenge Manchester
- (b) Anti-binge drinking radio raps
- (c) North West club-goers are drinking an average of 12 units on a typical night out. Whether you're a woman or a man, this is 4 times above the safe level. How easy it is to find yourself drinking more than you used to just to get the same effect! Small changes, like alternating with soft drinks and switching to lower strength drinks, can significantly reduce your risk.

Manchester Evening News - Wednesday 6<sup>th</sup> May 2006 by Amanda Crouch

“Binge drinkers face the music”

[http://www.manchestereveningnews.co.uk/news/health/s/212/212160\\_binge\\_drinkers\\_take\\_the\\_rap.html](http://www.manchestereveningnews.co.uk/news/health/s/212/212160_binge_drinkers_take_the_rap.html)

- (a)
- (b)
- (c)

[www.yournightout.co.uk](http://www.yournightout.co.uk) - Wednesday 7<sup>th</sup> May 2006

“NHS and Galaxy Radio team up on Drink Awareness Campaign”

News section of website

- (a)
- (b)
- (c)

### Related activities

3000 NHS safer drinking leaflets were given to the 100 days team for distribution at their street event activities and roadshow events between 1<sup>st</sup> May and 21<sup>st</sup> May 2006. The Challenge Manchester website [www.challengemanchester.co.uk](http://www.challengemanchester.co.uk) also converted the A1 NHS safer drinking poster into a web page. The poster was made interactive by hovering your mouse over the artwork with click thru capability to related websites. For example, hovering the your mouse over “SAVE POUNDS: 7 alcopops = 10 slices of pizza) linked to [www.nutrition.org.uk](http://www.nutrition.org.uk) and hovering over “FREE hangovers, syphilis ... etc” linked to [www.drinkaware.co.uk](http://www.drinkaware.co.uk)

Non-Alcoholic Pub Crawl Friday 5<sup>th</sup> May 2006

As part of Manchester City Council's Challenge Manchester: 100 Days 2006 campaign, Liz Burns from the NHS Drinking Responsibly project joined colleagues from the 100 days team for a non-alcoholic pub-crawl around Didsbury on the night of Friday, May 5 2006.

The group set out from the Pitcher and Piano at 8.30pm and visited four pubs who agreed to participate in the promotional pub crawl. The team gave out free bottles of water, key rings (“Keep a level head”) and verbal safer drinking tips during dialogue with customers. The team used the “beer goggles” and drinks tray to interact with customers and talk about the effects of intoxication on vision, coordination, and safety. The council's film crew followed the team and made a short documentary of the non-alcoholic pub crawl. The team were also accompanied by two street artists dressed up as Elvis who were used as “hooks” on entering each pub. All water bottles were distributed (200 bottles of water) and key rings (450 key rings) and 100 non-alcoholic cocktails were supplied across venues. Anecdotally customers commented positively on the promotional giveaways –

- |        |   |
|--------|---|
| Female | “I think this is a really good idea, will you be doing regularly?”  |
| Male   | “I'm going to do that (in response to explaining the rationale behind alternating drinks with water) – it's simple, it just makes sense and I can do it)  |
| Female | “I am drinking more these days, I never used to drink as much wine as I do now, but if me and my friends go out for dinner we'll have a few bottles of wine then go on for drinks after. I think what you're doing is good” |



### Press coverage of non-alcoholic pub crawl

BBC Manchester – Friday 5<sup>th</sup> May 2006 - Drive Time Show Heather Stott

“Non-alcoholic pub crawl”

- (a)
- (b)
- (c)

South Manchester Reporter – Thursday 11<sup>th</sup> May 2006

“We’ve all gone soft”

- (a)
- (b)
- (c)

### Conclusion

As part of the Challenge Manchester 100 days campaign, the Think Safe, Drink Safe announcement offered a mass media reach to a target audience of 18-30 year olds. The creative design employed social marketing techniques and used local rappers and a local stylised radio station. Whilst the radio campaign did not start as hoped on 1<sup>st</sup> May (this was due to unavailable air time on Galaxy), it started within the relevant part of the 100 days campaign, the Monday after the Friday night non-alcoholic pub crawl.

By using a dance and R&B radio station, we were able to reach our target audience in a more personal way than print media allows; we sat in people's office with them, sat in the car with them on the way home, or we sat in their house while they got ready to go out. The contact with Galaxy Manchester also provided the opportunity for GMP to arrange a meeting with the station and build relations. This is significant whilst Galaxy remain a radio station well known for drinks promotions, club promotions, and station features that could be argued to endorse binge drinking.

Meeting people at point of sale (free water distribution within licensed venues) proved popular in Didsbury and provided space to offer further safer drinking messages but also assertively offer free bottles of sealed water to drink. The success of the non-alcoholic pub crawl highlighted the effectiveness of using a multi-faceted approach to reaching an audience who love their nights out and welcome advice/information at point of sale. Its popularity was apparent in the volumes of "give-aways" distributed over the period of 2.5 hours.

An evaluation of the effectiveness of the "Guilty conscience" radio campaign is limited in the absence of pre- and post- campaign surveys. However, the click-thru results from [www.galaxymanchester.co.uk](http://www.galaxymanchester.co.uk) showed a click thru rate slightly above industry standard (0.11% compared to = 0.06%). The opinion polls taken offered overall demonstrated consistency in an understanding the main message in the adverts. *A recommendation for the future - to identify focus groups to represent all ages within the target audience.*

Radio adverts are considered costly, hard to evaluate in terms of reach and "change". However, following assessment of what we would purchase in terms of print media, for little coverage of the city, the proposal to run a radio campaign fulfilled its objectives as well as producing another re-usable "resource" (3 x 60 second adverts). This would not have occurred with print media (repeating the original creative design) nor would have occurred by contracting a local station direct. Price comparisons with a local station, Key 103, were explored fully a few weeks into starting the job; the work with RedC was put on hold for one week. However, work was resumed to keep to the original objectives of the campaign with the particular target audience provided by Galaxy Manchester and with the added value of the production of a new "resource". Whilst the costs of this campaign did not include alternative added value that Key 103 could offer such as activities by the station's street team, promotional giveaways, news features; this campaign with RedC did provide consistency of work taking place since November 2005. The reasons outlined in the PCT waiver (purchase orders between £5000 and £20,000): "RedC have created artwork from which the theme will be continued in this work therefore retaining consistency as well as just needing a re-visit to design planning instead of a whole new start". The final result of this campaign was not a "re-visit" and it did take on a "re-design".

Finally the investment of time, ideas and commitment from joint parties (health, city council crime and disorder, GMP) highlighted the effectiveness of joined up thinking and coordinated activities on a topic with overarching themes and a shared interest. As a result, the campaign provided consistent messages to the public within the wider, high profile, Challenge Manchester project. *A recommendation for the future - to offer the advert to Greater Manchester alcohol coordinators as well as other health promotion units (Think Safe, Drink Safe is a nationally adopted partnership trademark (initiated and invented here in Manchester by GMP)). Also to consider the use of distributing free bottles of water at point of sale as part of future forthcoming campaigns.*

Liz Burns Public Health Development Advisor-Alcohol  
NRF Drinking Responsibly project  
Manchester Public Health Development Service Correct as of 18/7/06