

What's

Your

Number?





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Executive Summary

Binge drinking on college campuses is a problem for college students. Students are not aware of what their limit is on consuming alcohol beverages. Century Council wants to bring awareness to students on college campuses about the importance of knowing their number. “What’s Your Numb3r?” is a campaign emphasizing the value of the numbers. Because everyone’s tolerance of alcohol is different, we want students to know how many drinks it takes for them to reach their limit. We also want to stress the importance of knowing or having important contact numbers in case a student drinks too much., contacts such as their parents’ numbers or taxi/shuttle services numbers. The campaign will direct students and other binge drinkers to a website www.whatsyournumb3r.com that will allow visitors to take a test to get their number for drinks their body can intake. It will also provide a list of contacts around their college campuses that may need for assistance. For our campaign, we will also advertise using paid and non-paid media. We will use TV, radio, and newspapers on and around college campuses to advertise to students. We will also use social media, backlit posters and pamphlets to reach the student body. The tone of our campaign will be serious, not to end drinking but to highlight responsible drinking. We will advertise for a complete school year, September to May. Our heaviest advertising will occur during Welcome Week, Homecoming, Spring Break, and Graduation. We will continue to advertise throughout the year as a reminder to students about binge drinking. We will advertise to young men and women that are college students, between the ages of 18 to 25, who attend four-year universities and colleges.



Situation Analysis



Since 1993, the reported binge drinking rate among college students has remained relatively unchanged. Nearly 40 percent of college students reported binge drinking in the past year.



Currently, 85 percent of college students report that they have tried alcohol at least once, and 73 percent report having been drunk.



The Century Council, TCC, funded by distillers, is a national, independent, not-for-profit organization dedicated to educating people on responsible drinking. TCC uses innovative strategies to combat illegal underage drinking and promote responsible drinking decisions.

Research

A case study by The Century Council, a council funded by distillers nationwide committed to combat binge drinking and educate on responsible drinking, reported that 40 percent of college students admitted to binge drinking in the past year. Since 1993, the reported numbers of college students binge drinking has remained relatively unchanged.

Binge drinking for men is defined as consuming five or more drinks in roughly two hours; four or more for women. Heavy binge drinking is binge drinking three or more times in two weeks. However, binge drinking is also defined as consuming an amount of alcohol that brings one's blood alcohol concentration to .08 or above.

The research performed by the case study offers reasons that students partake in binge drinking. Students perceive drinking as an easy way to “break the ice” in social gatherings. 74 percent of students reported that it gives them something to do, while 62 percent said it makes situations more fun.

Alcohol can change brain chemistry, lead to difficulty concentrating, and result in memory lapses. Binge drinking also reportedly causes impaired judgment, mental health issues, and depression.



38 percent of college students reported having done something they regret due to the consumption of alcohol, while 16 percent reported being hurt or injured under the influence.

85 percent of students said they have tried alcohol at least once in their life. Out of those, 73 percent report they have been drunk.

Problems and Opportunities



- College students think they don't drink as much as everyone else
- College students think they're cool when they drink
- College students don't know how to drink in moderation
- College students don't know when they've had too much
- College students don't like being told something is bad for them
- College students don't know what classifies as binge drinking



- Educate college students on social norms
- Provide alternatives to binge drinking
- Promote and educate drinking in moderation
- Encourage students to learn their limits
- Position alternative to binge drinking as a positive alternative
- Provide a universal definition of binge drinking

Communication Objective

To develop an innovative campaign to raise awareness of overconsumption of alcohol on college campuses. While each tactic could be used by itself, using multiple tactics effectively will bring greater awareness to college students. We want to increase this awareness by 80 percent within a year.

The tagline

What's Your Numb3r?

must be presented in unique ways so there will be strong local and national recognition.



Creative Platform

What are we advertising and why?

We are advertising against binge drinking. Young adults are over-consuming alcohol.

To whom are we advertising?

We will be advertising to young men and women that attend four-year colleges and universities.

What do they currently think?

College students think that drinking in excess is okay. They think someone else can be counted on to tell them when they need to be cut off, or that they know when to cut themselves off from more drinks.

What do we want them to think?

They are responsible for themselves and need to watch the number of drinks they've had for themselves.

Why should they believe us?

Drinking excessively will cause one to lose friends, family, respect, or own life. Consuming four or more drinks will bring blood alcohol concentration, or BAC, to .08 if consumed within two hours.

What is the most important thing to convey?

Drinking is fine. Binge drinking is not. Students should diligently watch their own drinking and know how many is too many, because one too many drinks could start trouble.



Media Plan

Use paid media at an average of 800 GRPs/ week to reach 80 percent of college-age students currently residing on campuses of four-year private and public universities nationwide, year-round, but focusing on the fall and spring semesters, providing them with the information necessary to make wise decisions when it comes to drinking.

The target audience consists of male and female students between 18-25. We will be reaching across 25 major cities with college campuses. The campaign begins in September and ends in May. The campaign will be concentrated on Welcome Week, Homecoming, Spring Break, and Graduation.



Media Strategies



To change college students' attitudes on proper drinking behaviors and position binge drinking as being a dangerous activity by using backlit posters, radio, TV, and transit buses.



To educate college students on the dangers of binge drinking by using college newspapers and WhatsYourNumb3r.com.



Media Tactics



Backlit Posters:

Backlitprint.com will make backlit posters sized 3'x3' to be placed on college campuses nationwide. They will be placed near cafeterias, activity centers, or wherever students on that campus are more likely to congregate. They will be placed in these areas to reach approximately 70 percent of the student body on each campus, and will stay in these positions from September 2010 to August 2011.

Television:

Will take advantage of free ad-time from MTV and mtvU. These vehicles are ideal, as they are targeted specifically at college students. Will use around 20 GRPs/ week continuously throughout the entire campaign. This will help not only to combat binge-drinking on campus during regular semesters, but will help combat it while students are on summer break and vacations, as students watch these channels year round.

College Radio Stations:

Will use free ad-time from campus radio stations to produce around 20 GRPs/ week. These stations will provide an auditory way for us to speak directly to college students. Ads will run from September 2010 to June 2011, breaking for the summer semester, and then resume ads in August 2011 for the beginning of the fall semester.

Media Tactics

Out-of-Home:

Ads will be placed on the back side of 23 buses in the 25 largest cities in the United States for the entire Fall 2010 semester and Spring 2011 semester (10 months). These ads will be ideal in these areas because public transportation is highly used in these areas, and is also highly visible to any pedestrians or drivers. These cities are also ideal because they are home to several universities each as well as a large majority of our target audience.

Campus Newspapers:

Full-color ads sized 3col.x5" will be placed in every college newspaper nationwide every two weeks. These ads will run during the fall and spring semesters. Ads will break in June for summer break, and will resume again in August 2011. College newspapers are read by a majority of college students for various reasons. This will be a good location for these ads to reach approximately 70 percent of college students at four-year private and public universities.



Media Plan Budget

Paid Media: \$5,907,342.92- 59.1%

Backlit Posters- 135,030.92 or 1.4%

Posters are \$54.58 per poster x 2474 schools reached = \$135,030.92

College Newspapers- \$2,753,562 or 28%

\$5.30 per column inch for 15 column inches in 2474 newspapers for 14 weeks.

$5.30 \times 15 \times 2474 \times 14 = \$2,753,562$

Out-of-Home- \$3,018,750.00 or 30.2%

\$525 monthly fee per 23 buses in 25 cities for 10 months.
 $525 \times 23 \times 25 \times 10 = \$3,018,750.00$

PR Related Expenses: \$2,737,000- 27.4%

Pamphlets- \$1,044,000 or 10.4%

3,000,000 pamphlets at \$348/1000.

$3,000,000 / 1000 = 3000$. $3000 \times \$348 = \$1,044,000$

Vinyl Decals- \$456,000.00 or 5%

600,000 decals @ \$.076/ decal

$600,000 \times \$0.076 = \$456,000.00$

Custom 8-Ball Keychains- \$1,237,000.00 or 12.4%

1000 key chains per 2474 schools @ \$.50 per key chain

$1000 \times 2474 \times \$0.50 = \$1,237,000.00$

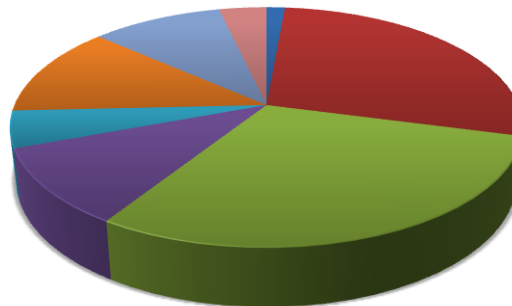
\$8,644,342.92 total

\$1,000,000.00 production **10%**

\$9,644,342.92

left = \$355,657.08 for misc PR (**3.6%**)

Allocated Funds



- Backlit Posters 1.4%
- College Newspapers 28%
- OOH 30.2%
- Pamphlets 10.4%
- Vinyl Decals 5%
- Custom Keychains 12.4%
- Production 10%
- Misc PR 3.6%

Flowchart

[illegible]

Promotional Objective

To encourage and promote safe and responsible drinking by reminding college-aged students to know how much they can drink with the question “What’s your numb3r?”

The campaign is utilizing the theme “What’s your numb3r?” The message to be conveyed is that students can be responsible by knowing what their limit is or how many drinks they can consume and still be rational. Binge drinking is a problem on college campuses across America, and the goal is to cut down on the number of alcohol-related accidents by encouraging responsibility.

“What’s your numb3r?” can have several potential meanings. Other than knowing the limit of drinks, other meanings can be for blood alcohol content or the phone number for a ride home. These messages are outlined in a pamphlet that will be distributed on college campuses across the country.

Three million pamphlets are going to be distributed at strategic locations on the campus of four-year institutions. These locations include dorms, libraries and unions that will be set out for students to take on their own accord. There will be about 1,200 pamphlets at each campus for distribution.

Key chains will be distributed with an eight ball to signify the slogan “What’s your numb3r.” These will be distributed at high traffic locations across campus during the first week of the semester. There will be approximately 2,500,000 key chains or about 1000 for each campus.

Promotional Objective

There will also be a promotional drunk race that will take place as entertainment during timeouts of football or basketball games. Eight students will be selected each wearing drunk goggles with varying effects of alcohol. One race will feature contestants wearing goggles with a .02 BAC. There will also be races at .04, .06 and the legal limit of .08 as students try to navigate an obstacle course. Local businesses in the area will donate prizes such as dining gift certificates. These same businesses that donate for the competition will also allow for ads to be displayed in the restaurant such as a window vinyl ad.

A website will also be created to help support these ideas. The website will contain emergency contact numbers as well as alcohol-related statistics. It will also contain information about calculating blood alcohol content and have a formula that will calculate a BAC based on weight, number of drinks, time it took to drink them and the type of drink. This information will help students be safe when they choose to drink. The address is www.WhatsYourNumb3r.com.

The last measure that will be utilized is social media. The social media measure will help alert students when the campaign will be coming to their campus. The idea behind social media is to provide information on binge drinking and the “What’s your numb3r?” slogan. There will be a schedule of events posted on Facebook and messages posted on Twitter to help tell people what is going on.

These promotions along with paid advertisements will spread the message to college students that if they choose to drink they should be safe and responsible. So it is important for students to remember how many they have had and how many they can ultimately have. It is a line that is commonly asked to the opposite sex, but students should ask themselves “What’s your numb3r?”

Evaluation

The purpose of the evaluation process is to see if the advertising and promotions were effective throughout the campaign and that our message was getting across to college students. We need to make sure that the attitudes of students have changed on binge drinking as a result of the campaign. We need to compare the evaluation results of our objectives and make sure that recommendations are taken into account for those exercising the campaign at the local level.


A few techniques to measure effectiveness...

- Check arrest reports before and after campaign
- Measure hits and feedback to our online presence on a consistent basis
- Offer short surveys on WhatsYourNumb3r.com

Website

www.WhatsYourNumb3r.com

[My Account](#) [My Dashboard](#) [New Post](#) [Blog Info](#)




What's Your Numb3r?

Know your limitations.

Booze it, you lose it.
Posted April 27, 2010 by [whatsyournumb3r](#)
Categories: [Uncategorized](#)

Alcohol:Your Body on Booze (Alcohol #5)



YouTube

0:00 / 1:01

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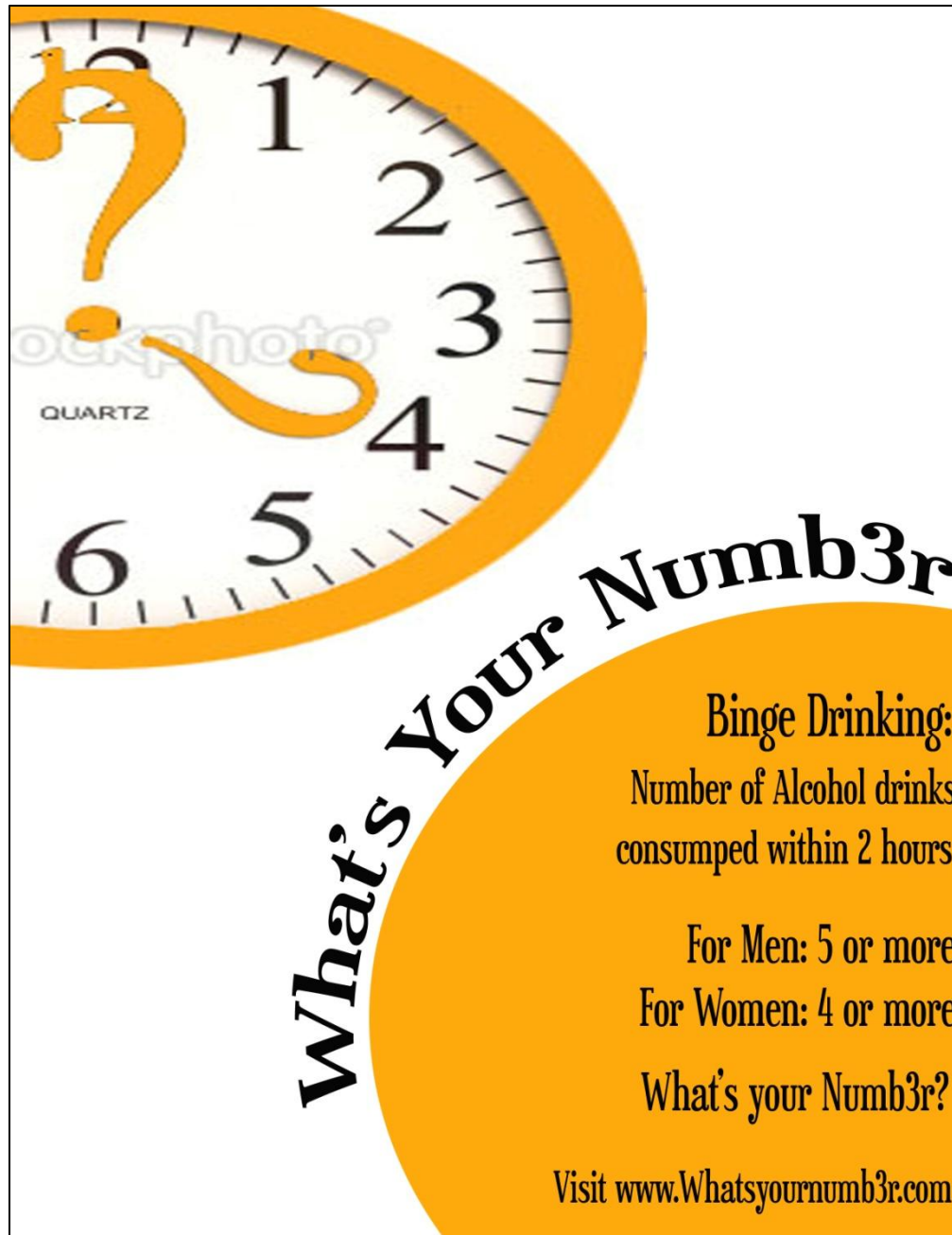
SocialVibe



HELP ME SUPPORT
World Wildlife Fund

Backlit

Poster

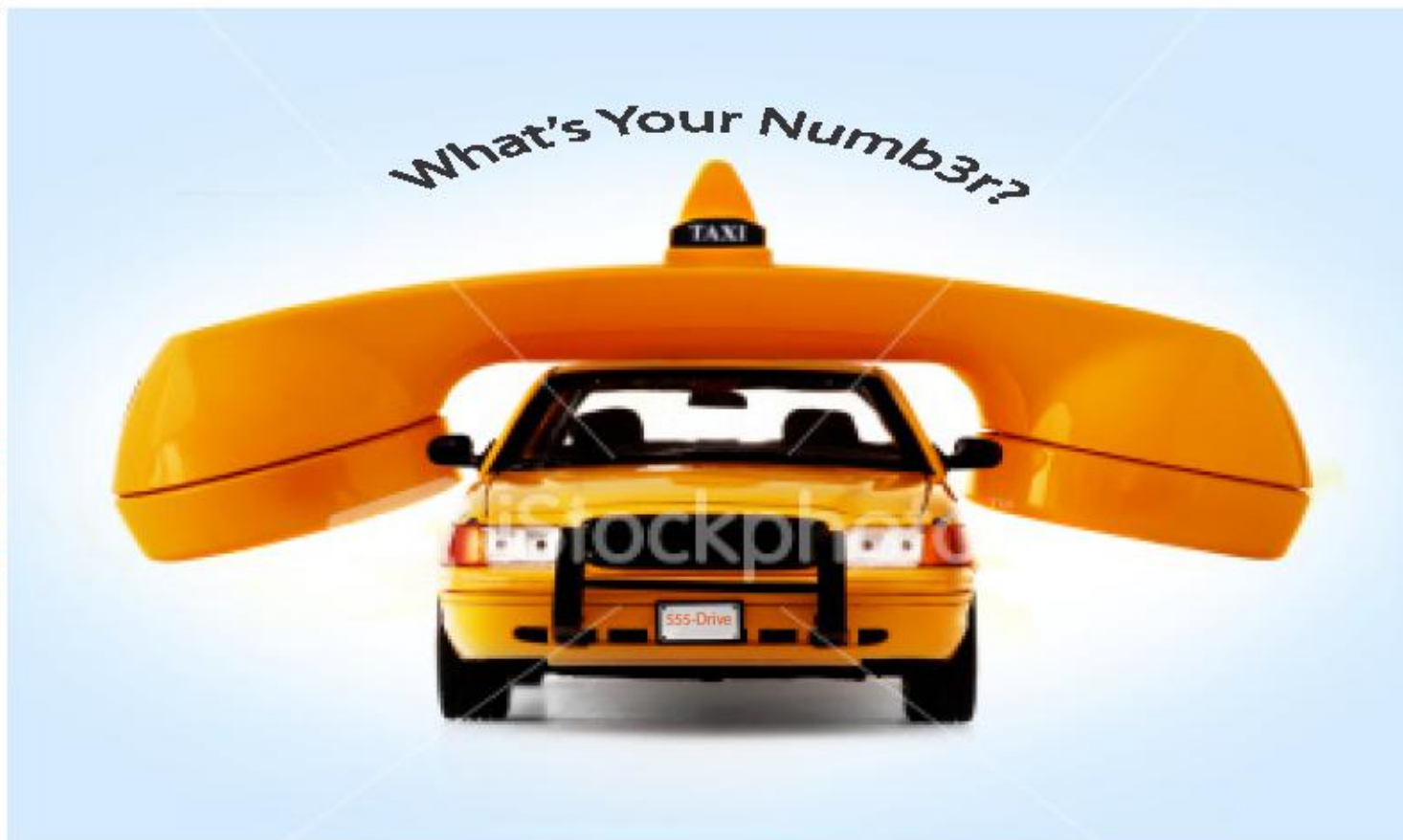


Bus Poster 1



Bus Poster 2

taxi2.pdf 4/26/2010 5:06:01 PM



You went to a party and had 1 to many drinks; you can't drive home.
Do you know the number for the taxi os shuttle services around your campus?
Find out the closest taxi or shuttle service in your area and add it to your contacts.
Know Your number.

Take action now to find out your number. visit www.whatsmynumb3r.com/contacts

Newspaper Ad 1

Yeah, It's Really That Simple

Knowing the safest
number of alcoholic
drinks for you is not always easy,
but it is always important.

Simply go to
www.whatsyournumb3r.com,
and find out today.

Knowing your number
will keep you having fun
without the embarrassing side-effects.

So... What's Your Number?



THE
CENTURY
COUNCIL
FIGHTING DRUNK DRIVING
& UNDERAGE DRINKING



One more drink could tilt you over your limit.
Know your Number.

Visit www.whatsyournumb3r.com

Pamphlet

Drinking Responsibly

There are several ways to drink responsibly and have a good time. Know how much you can drink and still think rationally. Understand the concept of blood alcohol. Know how you are going to get home or get around if you have had some drinks.

These methods all involve numbers, and every individual should know what their numbers are.

Limits

Know your limitations, every person is different and handle alcoholic beverages differently. So what's your number? Can you safely drink three, four, five, or more?

By being safe you can still think rationally and make the best decisions. Once your number is exceeded your logic and reasoning begins to decline and you are no longer in control.

The key to being responsible is to stay in control. When you consume alcoholic beverages you are not only responsible for yourself but also the lives of others.

Blood Alcohol

Most states have a legal limit of .08 blood alcohol content (BAC). BAC is a combination of alcohol content, body weight and time. Some people can start showing signs of impairment at .02. This is just one beer in one hour for a 160 pound person.



So you have to ask yourself, what's your number? Have an idea of how much alcohol you are consuming. Know your weight and know how many drinks you are

What's

Your

Numb3r?

Pamphlet

consuming. A shot of liquor has the same alcohol content as a 12 oz. beer. The shots can add up faster than the beers so know your signs of impairment and your BAC.

<http://www.whatsyournumb3r.com>

What's your number?

Part of drinking responsibly is not drinking and driving. Just because you are under the legal limit does not mean you are safe to drive. Know what your limit is. Know your blood alcohol content. Know how you will get home.

There are several ways to get home and with cell phones it is easier than ever to call for a ride. What's your number? Is it a friend, your mother, son, a local cab company? you should not be embarrassed or ashamed if you have to call for a ride home. Know who you will call and what the number is if the situation ever arises.

Be Smart

The last thing to remember is to don't do anything you would not do if you were sober. Know your number and who you want to give it to. Many people request phone numbers from people they otherwise would not think twice about. It is a simple question. What is your number? Don't ask if you are not going to want it the next day.

Ultimately, you are responsible for your own actions. Be safe, be smart and be responsible by asking yourself one question: What's your number?



THE
CENTURY
COUNCIL
FIGHTING DRUNK DRIVING
& UNDERAGE DRINKING

Decal

What's



your

Numb3r?

www.whatsyournumb3r.com

Key chains



TV

Ad Copy Sample – Television

WRITER: Charles Pelfrey

CLIENT:

AGENCY:

30 secs.

VIDEO

A young man wearing a university sweatshirt is lying down on front porch steps.

Man looks to the street. A young woman is jogging by.

Man turns his body upright. He looks down to the ground and rubs his head furiously with both hands.

Man tries to get up.

His shirt is glued to the porch. He gets collared by his shirt, trips, hits his head on the concrete.

Man takes rest of shirt off, gets up off the porch, and walks down the sidewalk.

Super: WHATSYOURNUMB3R.COM
Century Council logo

AUDIO

SFX: Dog barking. Sneakers are rubbing against concrete, shirt is ruffling.

WOMAN: (mumbles) Typical.

ANNCR: Porches aren't for sleeping. Not comfortably anyway. You're lucky you didn't wander far. Do you even know where you are?

MAN: Owwww!

ANNCR: Or how your friends managed to pull a number on you?

Binge drinking is serious. If you can't watch the number of drinks you consume in a night, why would you expect anyone else?

What's your number?

Radio

Radio Ad Copy

WRITER: Charles Pelfrey

CLIENT:

AGENCY:

30 secs.

ANNCR: Did you have too much to drink last night? Do you really know how much? The amount of alcohol you are able to handle is different from how much your friends can handle. Go online and take the free test at WhatsYourNumber.com to find out how much is too much for you. If you're not sure how much you can handle, it would be good for you to find out. Because if you've already had too much to drink, one more could change your life, for the worse. So...what's your number? This message brought to you by The Century Council and this station.

Thank You!

THE
CENTURY
COUNCIL
FIGHTING DRUNK DRIVING
& UNDERAGE DRINKING

