

14th annual Awards for Excellence in Public Relations

**Coca-Cola Bottlers Ireland Designated Driver Campaign**

Corporate Communications - Corporate Social Responsibility



Submitted to the Public Relations Consultants of Ireland by:



## **Corporate Responsibility**

***Use of public relations techniques in supporting the organisation's values on community, social, ethical and/or environmental issues.***

### **Coca-Cola Bottlers Ireland Designated Driver Campaign Corporate Social Responsibility Campaign**

#### **A. The Brief**

***Ireland's drink driving epidemic continues to be a serious problem affecting all communities throughout the country***

An average of 250 drivers are arrested each week for driving while under the influence of an intoxicant in the Republic of Ireland.

Figures released in 2006 by the Road Safety Authority (RSA) show how a third of all fatal road crashes are caused by alcohol, with the majority of accidents occurring at the weekends. The stark statistics from one of the most comprehensive studies of road deaths also show that alcohol consumption was responsible for 62% of all single vehicle accidents and 38% of pedestrian deaths.

Many drivers believe they are safe to drive if they are below the legal limit. This is a mistake. The risk of being involved in a crash increases in direct proportion to the amount of alcohol consumed.

Coca-Cola Bottlers Ireland (CCBI) is Ireland's leading non-alcoholic beverage company and the manufacturer of some of the country's largest brands including Coca-Cola, diet Coke, Fanta, and RiverRock to name a few.

CCBI has always prided itself on being a good corporate citizen, and in December 2004, CCBI developed a "pilot" incentive campaign specifically for the licensed trade to promote the consumption of non-alcoholic beverages by drivers. The campaign involved the provision of free beverages to licensed trade customers to offer free of charge to designated drivers visiting the

particular licensed premises. The campaign was sold-in to customers in the licensed trade directly by the CCBI sales team.

In January 2006, the licensed trade sales team in CCBI decided to re-assess their incentive programmes and approached the public affairs and communications office to seek advice on the future of the campaign and if appropriate, to develop and execute a PR programme to drive growth of this pilot campaign.

It was acknowledged that a huge amount of work was already being undertaken by Government Departments, An Garda Síochána, the Road Safety Authority and others to address the issue of drink driving and general safety on our roads. FD and the CCBI Public Affairs & Communications Manager recognised that the Designated Driver Campaign could support these efforts by providing tangible incentives for drivers to further encourage them to do the right thing.

The decision was made to take what was a B2B low-profile campaign and develop it into a priority CR programme for the company during 2006.

This would involve taking the learnings from the initial campaign and developing a greatly expanded campaign with a significant increase in investment, manpower, time and financial support for the programme.

FD and the CCBI Public Affairs & Communications Manager set about developing a multi-stranded PR programme, incorporating stakeholder engagement, media relations and direct consumer engagement, to support what was to be a win-win campaign for all stakeholders in a bid to alleviate deaths due to drink driving on Irish roads.

The basis of the initiative would be that three free non-alcoholic beverages from the CCBI range (including CSDS, waters & juices to satisfy a broad

audience) would be made available free of charge to any designated driver frequenting a licensed premises which had signed up to the campaign. These beverages would be provided to the premises' free of charge by CCBI.

## **B. Statement of Objectives**

- ✓ Assess the current Designated Driver Campaign

Once it was agreed that the campaign should go ahead in 2006, the following objectives were set:

- ✓ Devise and execute a multi-stranded PR Programme to achieve greater leverage for the campaign on a national and regional level
- ✓ Ensure all elements of the campaign were in line with the mission statement of the company:  
We, the people of Coca-Cola HBC, will:
  - Refresh our consumers
  - Partner with our customers
  - Reward our stakeholders
  - And enrich the lives of our local communities
- ✓ Ensure support of all key stakeholders - but particularly An Garda Síochána and the Road Safety Authority - for the campaign
- ✓ Increase take-up among the licensed trade throughout the country by 50% by the end of 2006
- ✓ Grow awareness of the campaign among consumers
- ✓ Ensure CCBI is clearly communicated as the primary driving force behind a campaign addressing an issue of vital national importance

- ✓ Secure positive national and regional media coverage of the campaign, highlighting the win-win element of the campaign and the extensive commitment of the company and the trade to successful implementation and results
- ✓ Drive traffic to CCBI website and in particular, designated driver section

### **C. Programme Planning & Strategy**

The FD/CCBI team was conscious that there is often a level of cynicism about CSR initiatives initiated by large companies. This is particularly relevant for campaigns associated with the most recognised consumer brand in the world. However, the team were confident that a campaign that would be a win-win for ALL stakeholders could be developed and would withstand scrutiny from any quarter. To this end, a multi-faceted PR campaign was developed to ensure that all stakeholders embraced and supported the campaign.

#### **1. Agree Priorities:**

- Execute a campaign that is recognised by all stakeholders as being a positive, welcome initiative
- Ensure the campaign is recognised as a national campaign driven by CCBI and supported by credible stakeholders
- Ensure the campaign filters down to the regions and is embraced at a local level
- Provide regular updates to all regional media (print and broadcast) to keep campaign top of mind throughout the execution period
- Ensure that every large town and city in Ireland has participating premises
- Increase traffic to CCBI website where a list of participating pubs would be available

#### **2. Agree Key Messages:**

- Campaign is CCBI's way of using its products, reach and marketing capabilities to give something back to all stakeholders
- Initiative was implemented to help alleviate road deaths due to drink driving
- Drivers now have an added incentive not to drink and drive as FREE drinks will be provided to every designated driver who visits a participating premise

### **3. Identify key Audiences:**

- Direct Customers – License Holders
- Other Key Stakeholders – including An Garda Síochána, The Road Safety Authority
- Indirect Customers – General public over 18 years of age
- Industry Associations - including Mature Enjoyment of Alcohol Society (MEAS), Vintners Federation of Ireland (VFI), Restaurant Association of Ireland (RAI). Licensed Vintners Association (LVA), Irish Hotels Federation (IHF), Beverage Council of Ireland (BCI) and the Irish Nightclub Industry Association (INIA)

### **4. Develop Multi-Stranded PR Campaign:**

- **Stakeholder Engagement Programme:**

Key to the success of the campaign was the need to ensure that both the bodies representing the licensed holders who would engage in the campaign (VFI, LVA, BCI, IHF, MEAS, and INIA), along with An Garda Síochána, and the RSA were fully briefed. These bodies would also be given the opportunity to input into the campaign with a view to securing full support for the initiative before it was launched.

#### Industry Associations

Briefing meetings took place with all relevant bodies and all were invited to formally participate in the campaign by including their logo on the promotional materials. All seven industry bodies (VFI, LVA, BCI, IHF, MEAS, and INIA) signed up to be branded on materials and the CEO (or equivalent) of all seven organisations participated in the launch photocall.

### Other Stakeholders

While the team was confident that this CR campaign would be well received by all stakeholders, there was a consciousness of the need to ensure that The Road Safety Authority and An Garda Síochána who already work hard to tackle the drink-driving issue were fully supportive of what was being done. Following successful meetings, An Garda Síochána recognised and credited the initiative at the launch of their Christmas road safety campaign.

To further develop this support, ongoing communication was established with the press office and traffic division of An Garda Síochána to brief them on the campaign. Similarly, The Road Safety Authority were fully briefed on plans and were offered an opportunity to provide feedback or input into the campaign pre-launch.

#### o **Media Relations Campaign**

The key objectives of the media relations campaign were to:

- Secure positive support from the media and endorsement for the campaign to assist take-up
- Develop a niche for the campaign in an already crowded space
- Use light-hearted tactics and focus on the positives of the campaign in order to encourage voluntary participation rather than make any demands

1. The National Campaign adopted a pioneering approach to addressing the issue of drink driving on our country's roads. As so much is already being done on the ground to eradicate drink driving, and the

issue itself was already generating column inches in the media on a daily basis, it was decided that a fresh approach was needed to find a niche approach in order to capture the attention of the media.

- Following a brainstorm, FD and CCBI decided to play on the “designated driver” concept and create a “Knightrider” scene with the help of Ireland’s very own David Hasselhoff (The Hoff) impersonator in the form of Magnus Ramsey.
    - The decision to use the Knightrider concept was based on two main rationale:
      1. The Knightrider TV series is synonymous with a car – KITT – that was capable of driving itself. It acted as the “designated driver” for Michael Knight.
      2. David Hasselhoff had recently become a celebrity again through the launch of his book and the release of his CD. His continuing popularity in Ireland had been demonstrated during a recent visit which had gained significant attention by the media.
  - Europe’s only KITT replica car was also tracked down in Belfast and transported to Dublin to join “Michael Knight” for the campaign launch.
  - To add some additional glamour to the launch, Irish model Sarah McGovern was also commissioned for the photocall. We had the perfect elements to make up the national campaign which was to become the foundation of the success of Coca-Cola’s Designated Driver Campaign – See Appendix II
2. An ongoing broadcast regional media campaign was developed and executed. The focus of same was to secure inclusion in news bulletins throughout the month and involvement in key regional current affairs shows by securing interview opportunities- See Appendix I
  3. An ongoing print regional media campaign to secure ongoing coverage in regional publications throughout the month of December

was also developed and executed. This coverage was to involve news of the launch and subsequent updates focusing on local take-up by local licensed premises. Overall 29 pieces of regional print was achieved – See Appendix I

4. A trade media editorial campaign to encourage participation by publicans and ensure maximum awareness of the campaign post launch and post execution – See Appendices I and II
5. Positive Public Testimonials by way of on-line blogs also made up a significant part of the campaign

- o **Direct General Public Engagement Campaign**

The FD/CCBI team advised on complementary marketing initiatives including:

- Designated Driver Campaign Randomiser  
A "KITT" randomiser was developed by CCBI's web design company which introduced a novelty element to the website. The idea was to insert friends names and KITT would shuffle them and tell whose turn it was next to be the designated driver! This was also virally distributed and gave the campaign another talking point.
- Branded Keyrings – See Appendix
- POS materials for all participating premises'
- Beer mats for participating outlets

#### **D. The Measurement Stage**

- Based on the airtime and column inches secured, the **PR value** of the campaign over a five week period was **estimated at €489,892.53**

- Over **90% of visitors logged on directly to www.coca-colabottlers.com** indicating that they heard or read the website address through the media
- **299,982 hits were recorded on the website** during the duration of the Christmas 2006 campaign. This compares with 22,000 hits during the Christmas 2005 campaign and represents an eight-fold increase in the number of visitors who logged on during summer 2006
- Over **2,000 premises** across the 26 counties in the Republic of Ireland registered to take part in the Christmas 2006 campaign. By registering, they automatically committed to displaying signs in their premises information consumers of the campaign and having their name listed on the CCBI website.
- **11 regional radio stations** interviewed the Public Affairs & Communications Officer, Mo Durkan, live on their key current affairs shows following the PR launch. Combined total audience reach was
- **18 stations ran news bulletins** on the campaign. Indeed, a number of stations covered the campaign a number of times over the course of December
- The campaign was discussed on a number of national radio programmes including the Ian Dempsey Breakfast Show and The Ray Darcy Show while Today with Moncrieff on NewsTalk 106 conducted a 15 minute live interview with the Public affairs & Communications Manger, Mo Durkan.
- The campaign was discussed on **over 70 internet message boards**
- The campaign was referenced by An Garda Commissioner at the press conference to launch the clampdown operation on driving over the Christmas period
- There were no cynical media comments recorded in relation to the campaign – the company was at no time requested to verify or justify the campaign
- The campaign was cited by **Alcohol in Moderation International Digest** in their worldwide report

## **In Summary:**

The mission statement of Coca-Cola Hellenic Bottling Company is:

We, the people of Coca-Cola HBC, will:

- Refresh our consumers
- Partner with our customers
- Reward our stakeholders
- And enrich the lives of our local communities

Based on the results achieved, it is our strong belief that the Coca-Cola Designated Driver Campaign achieved all of the above and exceeded them in some cases. The campaign is one of CCBI's most successful CR stories and although the campaign was a substantial investment, what is more important to note is that it marks the first steps taken by a soft drinks company to help in the eradication of alcohol related fatalities on Ireland's roads.

## **E. Budget**

FD's corporate communications retainer covers all activity executed on behalf of the client. The time fees arising from the development and implementation of this specific programme were less than €12,500.

## **F. Appendices (separate document)**