

DECIDE TO  
**RIDE**

*Anheuser-Busch*  
 madd | Uber

# DRUNK DRIVING IS STILL A BIG PROBLEM IN THE US

In 2020

**338,000**

People injured in drunk driving accidents

**11,654**

People killed in drunk driving crashes

OPEN

In 2021

As the country re-opened,

**RIGHT TIME TO LEAD**



**Uber**



**THREE LEADERS.**

**ONE GOAL.**

**END DRUNK DRIVING.**

And to do it, we needed a platform  
focused on **changing behavior** with the  
right audience

## WHO



**21-29 year old males**

Highest % of alcohol  
impaired drivers

## WHEN & WHERE



**At Night**

In urban / suburban areas  
On non-interstate roads

## WHY



**“Okay” to drive (37%)**

**THE IDEA**

**Most people don't intend to drive drunk.**

**But, what if that wasn't even an option?**



**What if we appealed to people before they even  
took that first sip?**

**YOU CAN'T  
DRIVE DRUNK,  
IF YOU DON'T  
DRIVE THERE.**

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A dimly lit bar scene with several patrons and a bartender. The bar counter is illuminated, and the backshelf is filled with various bottles of alcohol. A man in a dark jacket is seated at a round table in the foreground, looking towards the bar. Another man in a light-colored shirt is standing at the bar, and a bartender is visible behind the counter. The overall atmosphere is warm and intimate.

**PARKING LOT**

**0:30**

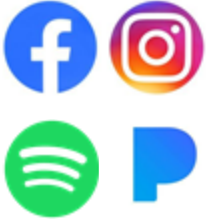


# FALL 2021

PR / MEDIA OUTREACH



MEDIA & CONTENT



CONTENT



WHOLESALE & COLLEAGUE MOBILIZATION

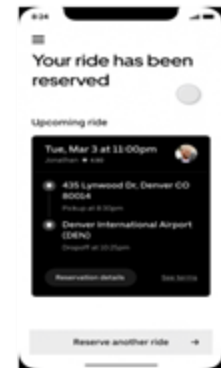


UBER INTEGRATION

RETAIL INTEGRATION



SPONSORSHIP ACTIVATION



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**PHONE. WALLET. ~~CAR KEYS.~~**

**YOU CAN'T DRIVE DRUNK, IF YOU DON'T DRIVE THERE.**

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IF YOU DRINK, DON'T DRIVE.

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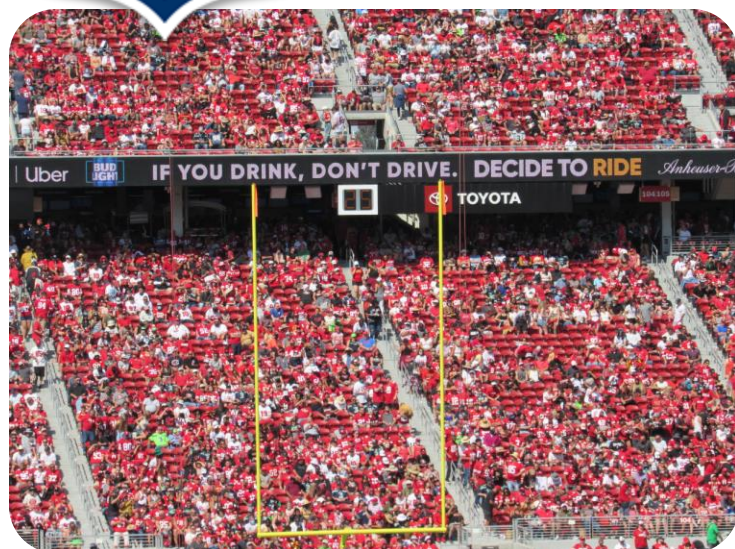


# IF YOU DRINK, DON'T DRIVE.

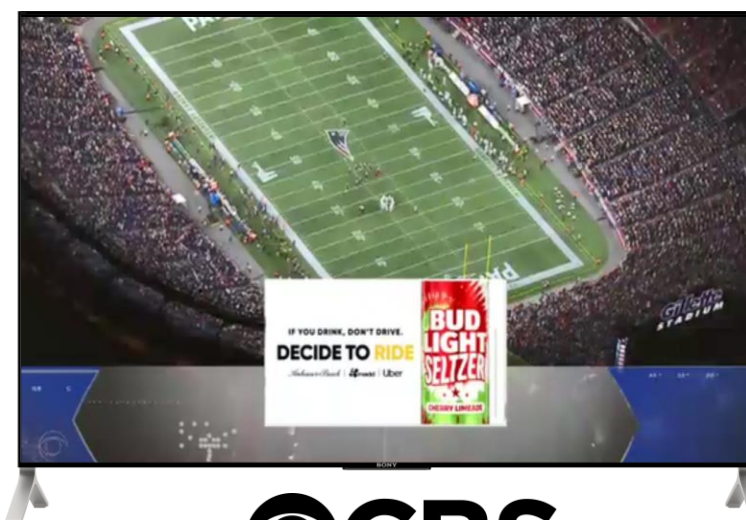
# DECIDE TO RIDE

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In-stadium signage at  
**27 stadiums**



TV billboards during NFL  
games have reached  
**113.8M** viewers.



Amplified by **17 NFL**  
**teams and players** on  
social

# 15K+ CONSUMERS THROUGH 340 ACTIVATIONS

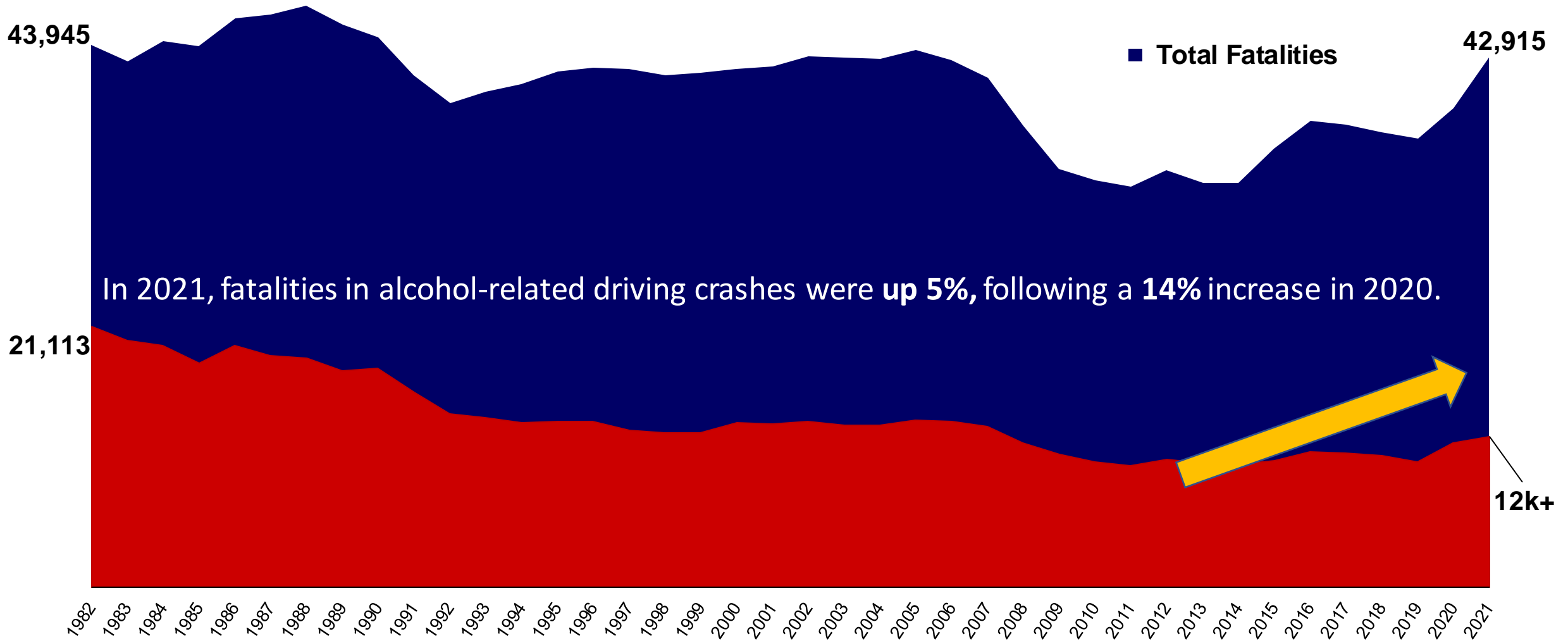


# YEAR 1 LEARNING

Effective in shifting consumer intentions

**BUT Awareness is the biggest gap**

2022



Source: 2021 National Highway Traffic Safety Administration, U.S. Department of Transportation, 2022. Alcohol impaired-driving fatalities represent the total number of fatalities (occupants and nonoccupants) in motor vehicle traffic crashes involving a driver or motorcycle rider with a blood alcohol concentration of .08 or higher, Fatal Analysis Reporting System (FARS).

# YEAR 2 FOCUS

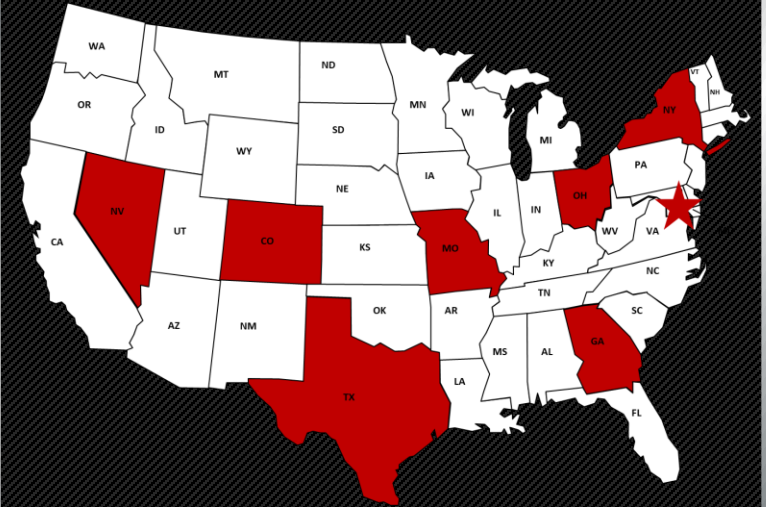
## SUMMER



## PARTNERSHIPS



## LOCAL



*Memorial Day*



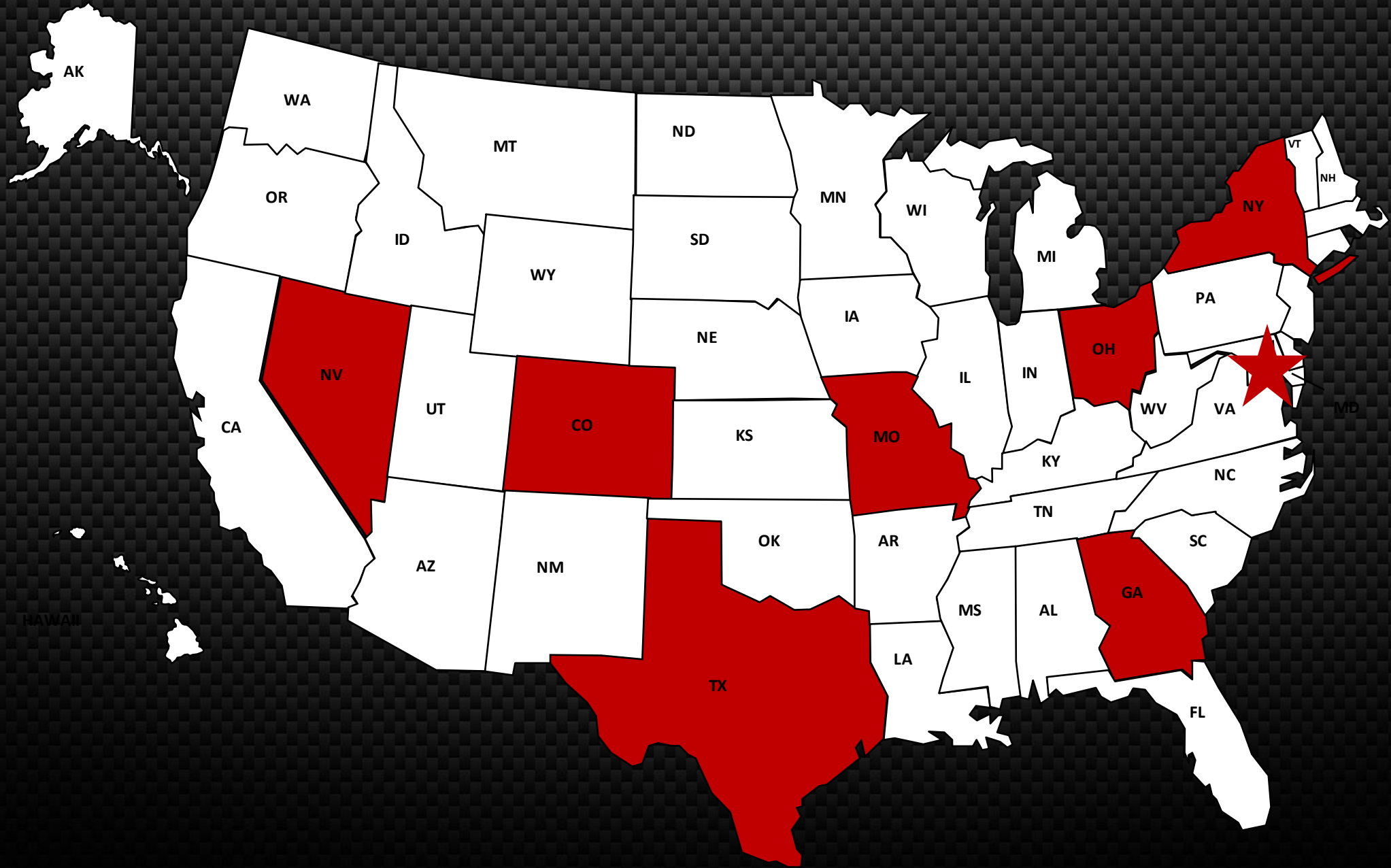
*July 4<sup>th</sup>*



*Labor Day*







AK

WA

OR

ID

MT

WY

ND

SD

MN

WI

MI

NY

VT

NH

PA

NV

UT

CO

NE

KS

MO

IL

IN

OH

WV

VA

MD

CA

AZ

NM

OK

AR

TN

NC

SC

HAWAII

MS

AL

GA

TX

LA

FL

# DECIDE TO RIDE



LOCAL MEDIA  
OUTREACH



GOVERNMENT  
PARTNERSHIPS



EXPERIENTIAL

MLB SPONSORSHIP



ACTIVATION



PAID MEDIA +  
CONTENT

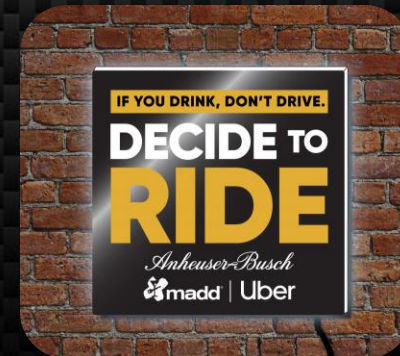


UBER PROMO CODE

WHOLESALE  
MOBILIZATION



RETAIL



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**madd**

**Uber**

Jamie >

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# WHAT'S NEXT?

- More local partnerships
- Fresh creative approach to reach young LDA adults
- Expand sports sponsorships
- Expand presence at retail
  
- Progress on technology in all new cars to prevent drunk driving

**THANK YOU**