

Engagement

Broadening Stakeholder Partnerships, Denmark



Brussels Denmark



Engagement

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Campaign

'Can you see the problem? Drink driving is for losers only'

Partners

FC Midtjylland

Danish Driving Instructors Union

Danish Brewers Association

Road Safety Committee Mid and West Jutland

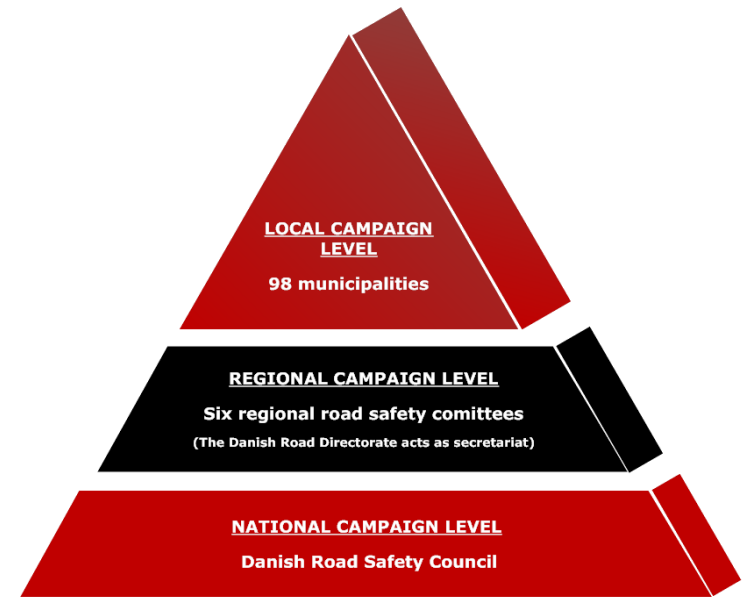


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About us

Road Safety Committee Mid and West Jutland



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Why this campaign against drunk driving?

In Europe about 10.000 people are killed every year in accidents related to drunk driving.

2009: 75 people were killed and 787 people injured in drunk driving accidents in Denmark

A 45 % drop from 1999 to 2009 in Denmark

Keep it uncool

The vast majority doesn't drink & drive



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Why this partnership?



Nobody wants to hear the message from public authorities or politicians

- 1) Create fun campaign with eye opening personal experiences to get the dialogue going
- 2) Join forces to deliver the message from different angles and through new networks
- 3) Use role models to support a positive movement against drunk driving



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Why this partnership?



Role models as campaign ambassadors → **FC Midtjylland**

Partner with credibility in the field of alcohol → **The Danish Brewers Association**

Facilitate more interesting lessons in driving schools → **Driving instructors (long lasting effect)**

Visible in related social networks → **Sports arenas**

Visible at a football stadium → **Alcohol goggles event**

Attract media attention → **Event for the press / photo opportunity**

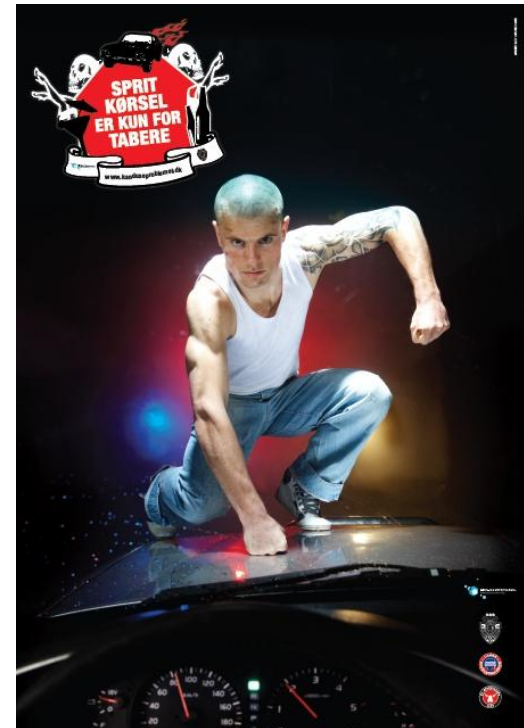


MIDT- OG VESTJYLLANDS
Fællesråd

Engagement

Broadening Stakeholder Partnerships, Denmark

The campaign



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The campaign

GIMMICK: ALCOHOL GOGGLES

WEBSITE

facts and numbers, b.a.c calculator,
good advice, videos, images, posters

POSTERS, FLYERS, LEAFLETS,
EVENTS, WEB BANNERS, T-SHIRTS
PRESS RELEASES, INTERVIEWS
PRESS EVENT



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Response

Massive media coverage

Positive FC Midtjylland fans

Positive driving schools

Interest from other school teachers



TV Midt-Vest 23/4



Net-TV, kanalsport.dk



TV Midt-Vest 24/4



TV Midt-Vest website 23/4



TV2 Sporten 23/4

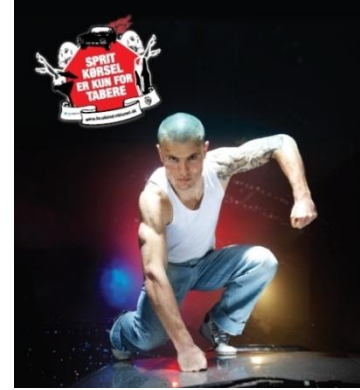


DR TV-Avisen 26/4



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WHAT'S IN IT FOR FC MIDTJYLLAND?



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The ID of FC Midtjylland

- **The Challengers**
- Regional team
- Internationally respected and recognized Academy



DANISH PREMIERSHIP

1 FC Copenhagen	18	48
2 FC Midtjylland	18	29
3 Brøndby	18	29
4 Odense	18	29
5 Horsens	18	24
6 Lyngby	18	23
7 SønderjyskE	18	21
8 Silkeborg	18	21
9 FC Nordsjælland	18	19
10 Randers	18	18
11 Esbjerg	18	17
12 Aalborg	18	16

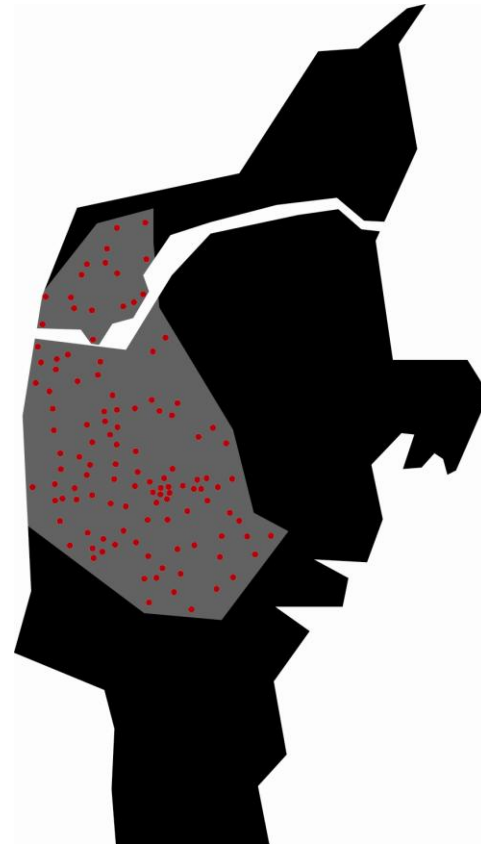


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MIDT- OG VESTJYLLAND
Fællesråd for helse og omsorg



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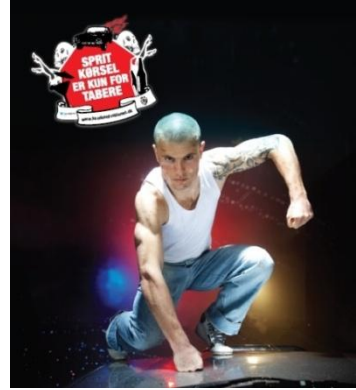
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Why cooperate with Danish Brewers Association and Road Safety Committee Mid & West Jutland?

- Social Responsibility
- Relevant og logic
- Up against the conventions

=> Synergy-effect (1+1+1=4)





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The campaign

- Player involvement

Response

- National TV (DR + TV2)
- Regional Television
- Leading web and web-tv
- Printet media



Watch

