



STUDENT COMPETITION BRIEF



CANADA LEGALIZED WEED ON OCT 17TH

IT TOOK 1 HOUR BEFORE SOMEONE WAS ARRESTED FOR DRIVING WHILE STONED.



PERCEPTION

About 70 percent of people polled said that people who drive while impaired by marijuana are “not much of a problem” or only a “somewhat serious problem,” whereas just 29 percent said it was a very serious problem.

By contrast, 79 percent of Americans think drivers who are impaired by alcohol are a very serious problem.



PERCEPTION

About half of pot-smoking Canadians who get behind the wheel while high believe the drug doesn't impair their ability to drive safely — and 20 per cent say nothing would make them stop driving while stoned.



THE PROBLEM: LEVELS

“There is no concentration — no matter how high or low — that we can use to reliably predict impairment in a driver,”

Depending on the person, drivers with high levels of THC in their system might not be impaired, while others with low levels may be unsafe

“The level does not in and of itself say the person was impaired. If you’ve just taken a puff of cannabis, your level could be very high. But then it’s redistributed in your body and it gets to your brain. And that’s when the impairment occurs.”

We were spoiled with alcohol, because it was so simple

“What’s the right number (for THC)? I don’t know. We were spoiled with alcohol, because it was so simple.”



THE PROBLEM: RESEARCH

While driving under the influence of marijuana isn't as bad as alcohol, studies have shown that smoking weed can affect spatial perception.

Drugged drivers may have slower reaction times and can swerve or tailgate more often which makes them a much higher risk for accidents.

In most developed countries like Canada, drug-impaired driving is on the rise, particularly among young teen aged drivers, who are twice as likely to drive after smoking pot as they are after drinking.



THE PROBLEM: RESEARCH

More than one research study has found a direct link between THC concentration in the blood and impaired driving skills.

An analysis of several studies has found that the risk of being involved in a motor vehicle crash significantly increases after using marijuana. Another meta-analysis estimates that the risk of a crash that results in serious injury or death doubles after marijuana use.

In the 2015 “Traffic Safety Facts: Drug and Alcohol Crash Risk” report, the National Highway Traffic Safety Administration (NHTSA) notes that THC increased crash risk by 1.25 times. This figure took into account contributing factors such as alcohol use and testing procedures for intoxication, so it is actually lower than some contradictory reports.



BRIEF

In the wake of Canada's passing of bill C-45 (legalized cannabis) we would like to bring attention to the fact that despite its legalization, cannabis is a substance that impairs judgment - not just behind the wheel, but in a variety of situations where coherent thought is critical.

MESSAGE

Don't toké and drive because cannabis can impair judgment, and mixing alcohol and cannabis can accelerate your intoxication.

AUDIENCE

We're talking to people 18+ who frequent social establishments and are partaking in cannabis consumption.

GOAL

To bring awareness to the fact that being high has a lot of the same consequences as drinking too much.



MEDIA BUY

TRADITIONAL

The placement of these ads will be mostly in the restrooms of bars and restaurants.

The winner will get a 25k media placement
donated by NewAd*

*NewAd and Ad Rodeo may require one round of changes to meet policies before distribution of the winning entry

SOCIAL MEDIA/EXPERIENTIAL

Additional thought should be give to owned social media placement on Facebook, Instagram, and beyond. Non-traditional executions can and should be considered for higher impact of the message.

RESTRICTIONS

You can't show someone actually drawing from a toke

DEADLINE

Deadline is February 1st, 2019



MEDIA BUY



WHAT IT IS

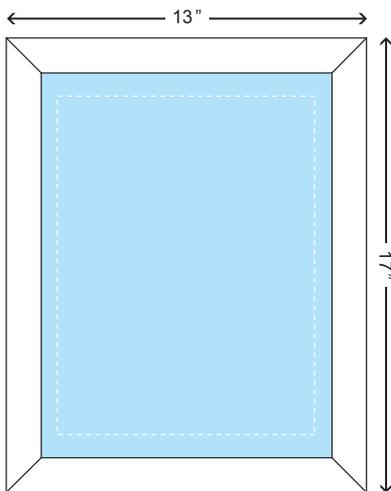
13" x 17" stainless steel frames, what else is there to say, it's a classic go-to.

WHY IT'S GOOD

- Strategically located behind bathroom stalls, above urinals, beside mirrors and above hand dryers.
- 100% gender-specific segmentation (men/women).
- Offers a wide range of creative possibilities such as dispensers, customized boards, media extensions etc.

WHERE IT'S AVAILABLE

Newad's Restobar, Campus and Arena networks.



Specifications

DIMENSIONS (TRIM)

13" x 17"

BLEED

13 ¼" x 17 ¼"

VISIBLE SPACE

11 ¾" x 15 ½"

SAFE AREA

10 ¾" x 14 ½"

SUGGESTED PROCESS

100lb/200 M stock paper, coated 2 sides

FORMAT

PDF high-resolution (300 dpi resolution artwork)