2021 Ride Sober TV Concept Assessment
Summary of Qualitative Findings

April 22, 2021

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NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Purpose

To evaluate four TV concepts designed to increase the awareness among motorcycle riders of the law enforcement related consequences of riding their motorcycle while impaired.

Online Focus Groups Motorcycle Riders
9 Groups
75 Minutes
47 Participants

QUALIFICATION CRITERIA

- Males 25-54 years old
- Nationwide with a skew toward target states
  - Texas, Illinois, Rhode Island, Connecticut, California, Florida, Ohio, New York
- Live in an urban or suburban area
- Ride their motorcycle at least monthly
- Consume alcohol on a regular basis

Objectives

1. Improve NHTSA's ability to deliver effective communications that clearly convey the message *There are too many risks, particularly law enforcement related, to ride while I'm impaired*.

2. Build a stronger belief among motorcycle riders that if they are on their bike after consumption of alcohol, they will be pulled over and fostering the behavior to leave their motorcycle at home and find a sober ride when impaired by alcohol.

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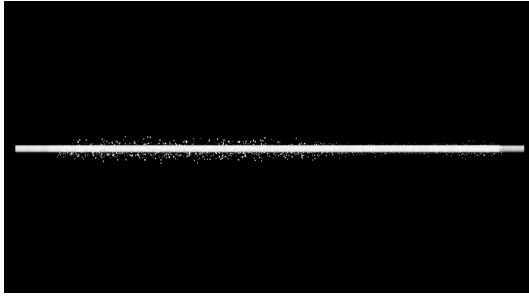
A - *Cross the Line*

B - *Sing Along*

C - *Smart Bikers*
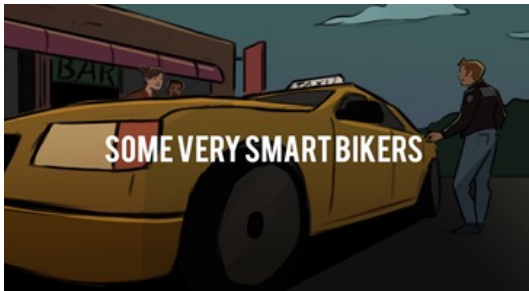
SOME VERY SMART BIKERS

D - *Zipper*

Note:
Order of animatics shown was rotated across each group

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Process Flow

Warm-up/Initial discussion

View Concept

Online Workbook Activity

Group Discussion

REPEAT FOR REMAINING CONCEPTS

Head-to-Head Concept Comparison

Concept A
Cross the Line

19.5*
selected as MOST Effective

Cross the Line is graded the highest and is most often selected as the most effective concept. It clearly communicates the rider's vulnerability while on the road and states the consequence of riding while impaired. There is some opportunity to further improve Concept A by weaving in other consequences such as having to go to court, potentially losing your license/jail time or harming yourself or others.

✓

- Presents a simple but clear message about not drinking and riding your motorcycle and the law enforcement consequence of getting a DUI.

- Contrast of the "pop of color" visuals help grabs the viewer's attention.

- Respondents feel the concept has a serious tone which is appropriate for the subject of riding while impaired, but doesn't come across as judgmental or get too graphic with potential consequences

- Accurately depicts what happens to people when they drink & ride… their reflexes are not as quick regardless of how confident they may feel.

It touches the right tone on the seriousness of the subject without being overbearing or condescending.

The "line" was a very clever and understandable approach to the subject.

Concept Grade

Grade	Count
A	19
B	18
C	8
D	2
F	0

✗
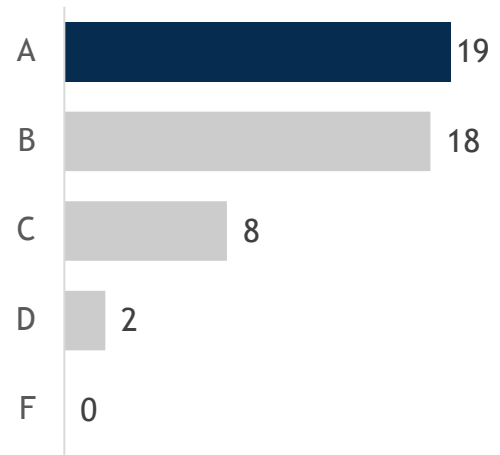
- The only consistent criticism is respondents want to see more consequences associated with riding while impaired.

Focus on legality losing license. Real issue is danger to others and self. Getting pulled over is awkward and tame. Say lose your license at the end and consequences like higher insurance, work, danger to self and others.

* One participant split their vote between A and C

SOME VERY SMART BIKERS

Concept C
Smart Bikers

Smart Bikers is the second most effective concept, but trails Cross the Line by a noticeable margin. While people like that it is a preventive ad, illustrates the right behavior and reinforces smart decisions, they feel it is boring/mundane and does not capture the viewer's attention effectively. Enforcement risks do not always connect as viewers want to identify with the bikers who make the smart decision to arrange a sober ride home.

12.5*
selected as
MOST Effective

✓

- Feels more practical and relatable.

- The message is very clear and easy for everyone to understand.

- Takes the preventative approach rather than after the fact and helps to promote responsible behavior.

I like that it showed positive reinforcement, where the other concepts were more negatively drawn.

Concept Grade

Grade	Value
A	14
B	19
C	13
D	1
F	1

✗
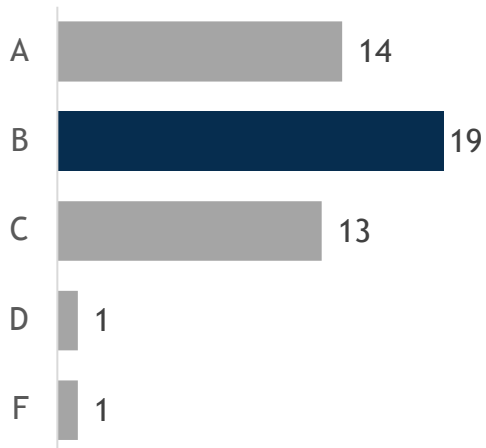
- Many feel the ad is too bland and is unable to grab your attention.

- Some do not like the silent parts of the ad.

- A few misinterpreted the imagery of the bikes being parked at home and thought that represented the bike being left at the bar. That seems unrealistic and typically wouldn't happen so that the bikes wouldn't get stolen.

I think it was a little bit mundane and a little bit typical.

The part that is hard to grasp is a group of guys all leaving their bikes. I feel like these bikes would get stolen. So perhaps unrealistic.

* One participant split their vote between A and C

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Concept B
Sing Along

9

selected as
MOST Effective

Sing Along receives mixed reactions. While the singing is very memorable, catchy and creates a sense of unity among riders, many feel that the tone is too lighthearted, silly and inappropriate for a topic as serious as riding while impaired. It fails to effectively deliver the message of law enforcement consequences.
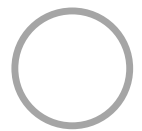
✓

- The song is very catchy and is good at grabbing your attention.
- Song is memorable and gets stuck in your head.

It was catchy and memorable. An interesting take on the gravity of the situation.

○

- The song generates mixed reactions. Some people like it while others did not.

I liked the originality and the musical component.

It's too harmonious and like a musical.

Concept Grade

A — 12
B — 10
C — 16
D — 7
F — 2

✗

- Too lighthearted for such a serious topic.
- People feel the song was too cheesy/annoying.
- Didn't show enough consequences associated with riding while impaired.

The singing makes it seem almost comedic and undercuts the seriousness of the message. Tonal whiplash.

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Concept D
Zipper

6

selected as MOST Effective
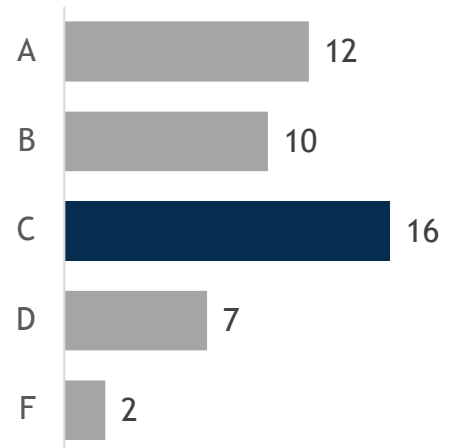
Zipper is the least effective out of all the concepts and ends up in last place. Many didn't understand what the main purpose of the ad was until the very end. Additionally, the visual elements distract/take the attention from the biker and place them onto the road behind. The enforcement message takes a back seat and gets de-emphasized as respondents seem to spend more time trying to connect the imagery to the message.

✓

- The creativity, sense of mystery and imagery are interesting and captured people's attention.
- Shows the symbolism of losing control when you drink and ride.
- Has a darker, more serious tone than some of the other concepts.

I liked it; I think it was a good concept and had me wondering what was going to happen.

Excellent visual and I could get lost in the story easily.

Concept Grade

Grade	Count
A	11
B	8
C	20
D	4
F	4

✗
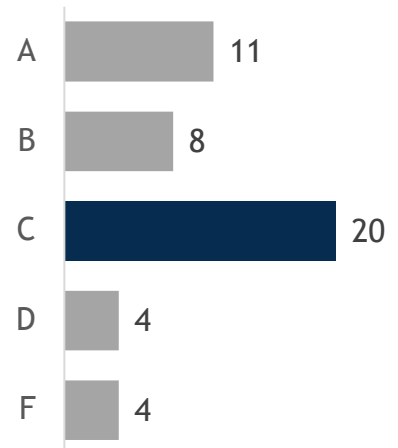
- Takes too long to connect to the main message.
- Visuals are harder to follow than the other concepts.
- The importance and relevance of the zipper imagery took too much time to understand.
  - Some thought it would foreshadow a zipper on a body bag.
  - Others didn't have a personal connection with the zipper.
- Too light on the consequences.

It was a poor delivered ad, boring, doesn't get the message across.

I thought it was about not being seen at night. It starts off seeming it's about a black jacket, black motorcycle and dark night, so slightly misleading.

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Concept A
Cross the Line

19.5

selected as MOST Effective

Concept C
Smart Biker

12.5

selected as MOST Effective

Concept B
Sing Along

9
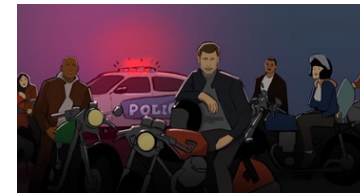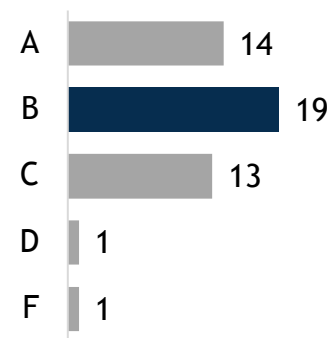
selected as MOST Effective

Concept D
Zipper

6

selected as MOST Effective

Which of these concepts is **MOST EFFECTIVE** at conveying the idea that, **"There are too many risks, particularly law enforcement related, to ride while I'm impaired?"**

Assume the concept's main intent is to increase the awareness among motorcycle riders of the law enforcement related risks of riding their motorcycle while impaired. **What grade would you give this concept?**

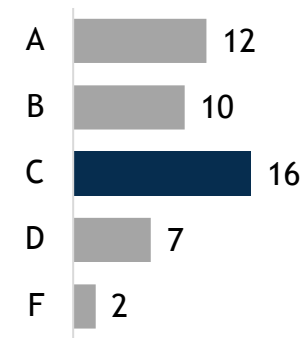| Concept A		Concept C		Concept B		Concept D	
A	19	A	14	A	12	A	11
B	18	B	19	B	10	B	8
C	8	C	13	C	16	C	20
D	2	D	1	D	7	D	4
F	0	F	1	F	2	F	4

Strongest Performer

Final Recommendation

Concept A
Cross the Line

Recommend moving forward with Concept A, *Cross the Line*.

- Most effective at communicating the choice of not drinking and riding and portraying the law enforcement consequence of getting pulled over by the police and getting a DUI.

- Strikes the right balance of communicating the message without being too dramatic or overbearing.

- To enhance the concept further, consider opportunities to tie in additional enforcement consequences of riding while impaired such as going to court, potentially losing your license or facing jail time, or even more extreme consequences like a crash leading to potential injury or death.