



Motorcycle Impaired Riding Concept Testing

4.5.2024

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Research Design

Purpose & Methodology

Purpose

Evaluate video concepts for a future advertisement designed to increase the awareness among motorcycle riders (ages 35 to 54 years old) of the law-enforcement-related risks of riding their motorcycle while impaired.

Research Objectives

1. Evaluate concepts
2. Identify the most compelling elements
3. Diagnose potential areas of improvement
4. Evaluate effectiveness at conveying the idea that, “There are too many risks, particularly law enforcement related, to ride while I’m impaired?”
5. Evaluate effectiveness at communicating that law enforcement enforces impaired riding laws to keep people safe on the road

Methodology

Focus Groups (eight groups)

- 75-minute groups;
- n=47 participants*

Qualification Criteria

General Market:

- National audience
- Male
- 35 to 54 years old
- Lives in an urban or suburban area
- Owns/operates a motorcycle and rides at least once a month
- Occasionally or regularly consumes alcohol and consumes at least four drinks per month
- Mix of demographics (marital status, ethnicity, employment, education, income)

Concepts Tested & Discussion Flow

You Love to Ride

Concept L



Warm-Up/Initial Discussion

Evaluation of Individual Concepts

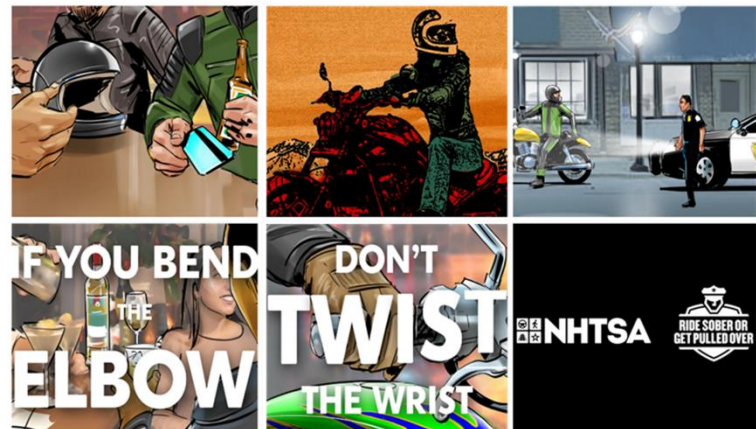
Main
Message

Effective
Elements

Potential
Improvements

Twist of the Wrist

Concept M



Comparison of Concepts

Memorable
Elements

Best
Communicates
Behavior

Best
Communicates
Enforcement

Stride of Pride

Concept O



Wrap-Up & Close

Key Findings

Strategic Learnings

Insights on Messaging to Motorcycle Riders

In addition to concept-specific findings, the research identified several elements that facilitate effective messaging:

1. It's important to depict the right enforcement consequence:

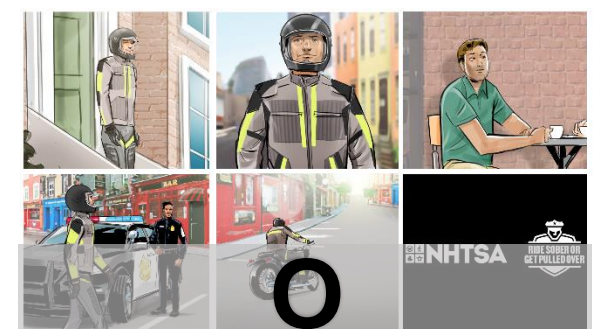
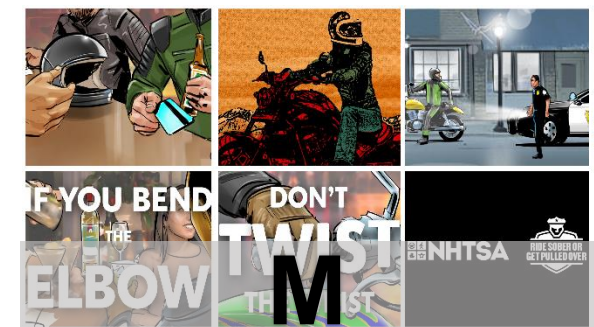
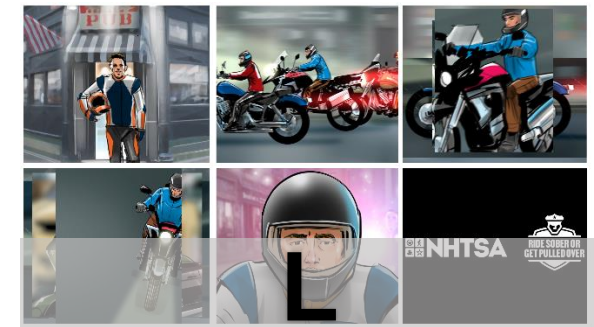
Motorcycle riders represent a subculture, and their bikes are part of their identity. They are thrill seekers and look at risks differently. Impaired riding ads offer a unique opportunity to present enforcement messages that are equally, or perhaps even more, compelling than social norming-based messaging. However, it's important to depict the right enforcement consequence (e.g., showing an arrest and the rider's bike being towed) since this audience's high-risk tolerance makes some consequences (e.g., being pulled over) ineffective.

2. Effective enforcement advertising should follow a formula:

a) it should start by showing drinking or clear alcohol impairment, b) it must show impaired motorcycle riding followed by strong enforcement consequences and c) it should end with a memorable tagline.

3. The drinking setting should be approachable (e.g., a sports bar) and not a high-end bar or restaurant.

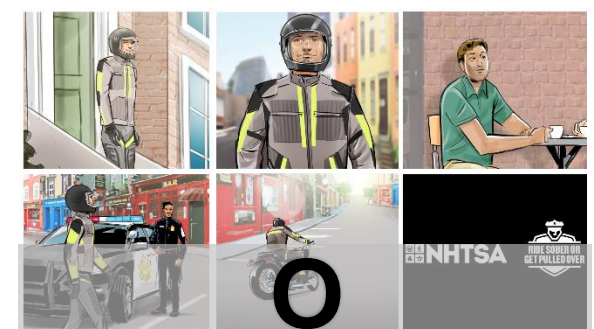
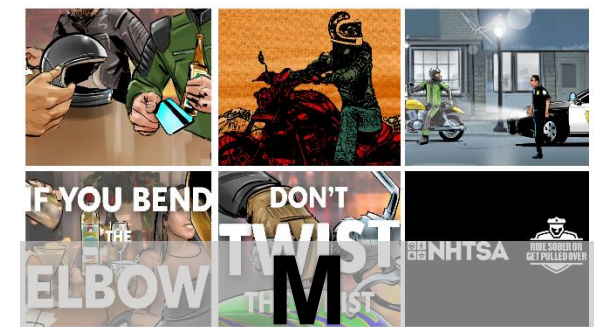
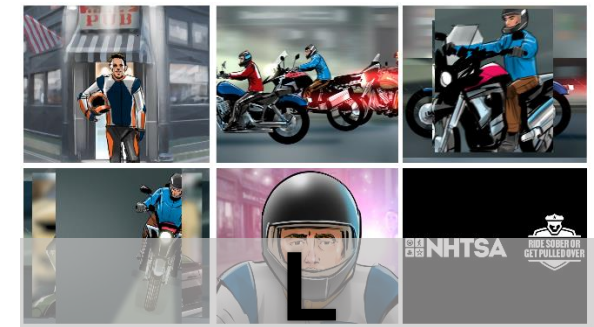
4. Show a range of bikes and riders: This both increases realism and makes the concept more relatable to a broader range of riders.




Strategic Learnings

Insights on Communicating Enforcement

- 5. Compelling motorcycle visuals and sounds and thematically relevant music effectively get attention** by departing from what the audience expects from PSAs.
- 6. Concepts can be improved by implementing more severe law enforcement consequences.** Participants coalesced around a specific enforcement consequence that would provoke a strong emotional reaction and be highly effective—seeing one’s bike towed away. This idea was mentioned unprompted in every single group, which is a rarity in this type of research effort.
- 7. It’s imperative that the enforcement consequences leverage the strong emotional connections that riders have with their bikes and gear.**
- 8. Enforcement is better communicated by a law enforcement officer driving a cruiser than by one riding a motorcycle:** The reason for this is that motorcycle officers are perceived as being more lenient during a pullover and, since they do not have a cruiser, they are less able to detain a lawbreaker.



A blurred city street at night, viewed from a low angle looking down a road. The scene is filled with out-of-focus lights from buildings and streetlights, creating a bokeh effect. The overall color palette is dominated by various shades of blue and teal, with some warmer tones from the lights. The text 'Concept Evaluation' is centered in the middle of the image in a bold, white, sans-serif font.

Concept Evaluation

You Love to Ride

(Concept L)



You Love to Ride

(Concept L)

Ability to Communicate Behavior Rank:	Graded the Concept A/B:
1 st (n=24)	64% (n=30)



You Love to Ride connects with viewers by showing the excitement and skill involved in motorcycle riding. Many participants find the diversity of bikes and riders relatable.

Effective Elements

- The script resonates with participants by highlighting some of the reasons motorcycle riders choose to ride.
- Showing a diversity of bikes, riders and gear makes the spot more relatable.
- The visual of the bike tilting effectively communicates impairment.

*I thought the music had a Quentin Tarantino movie kind of vibe. Like I said before, if you're looking out for all of these [road hazards], **why didn't you think about what you have control over [that is, alcohol consumption]? I like the fact that it showed multiple types of bikes. It's not every day you see a dual purpose [motorcycle] on a commercial.***

– Gavin, Texas, Age 35- to 54-years-old

You Love to Ride

(Concept L)

Ability to Communicate Behavior Rank:	Graded the Concept A/B:
1st (n=24)	64% (n=30)



Participants broadly agreed that *You Love to Ride* would be more effective if it included a more severe enforcement consequence. Many say the current consequence—being stopped by law enforcement—would not be influential in changing behavior.

Opportunities for Improvement

- The enforcement imagery—flashing lights—is not severe enough to influence behavior. Bike riders show a high degree of risk tolerance and require a more intense enforcement consequence to take the message seriously.
- Severity of the consequence can be increased either by showing additional enforcement consequences, such as the bike being towed, the rider receiving a DUI or the rider being put into the back of a law enforcement cruiser.
- More needs to be done to communicate that the riders had drunk enough alcohol to be impaired.



*[The concept] seemed a little lacking. All you really see [regarding impairment] is a little bit of swerving back and forth and red eyes. It didn't have as much gravitas or [communicate] general consequences like I've seen for drinking and driving commercials [featuring] cars. **It's maybe just a little too subtle for me.***

– Cesar, Colorado, Age 35- to 54-years-old

Twist of the Wrist

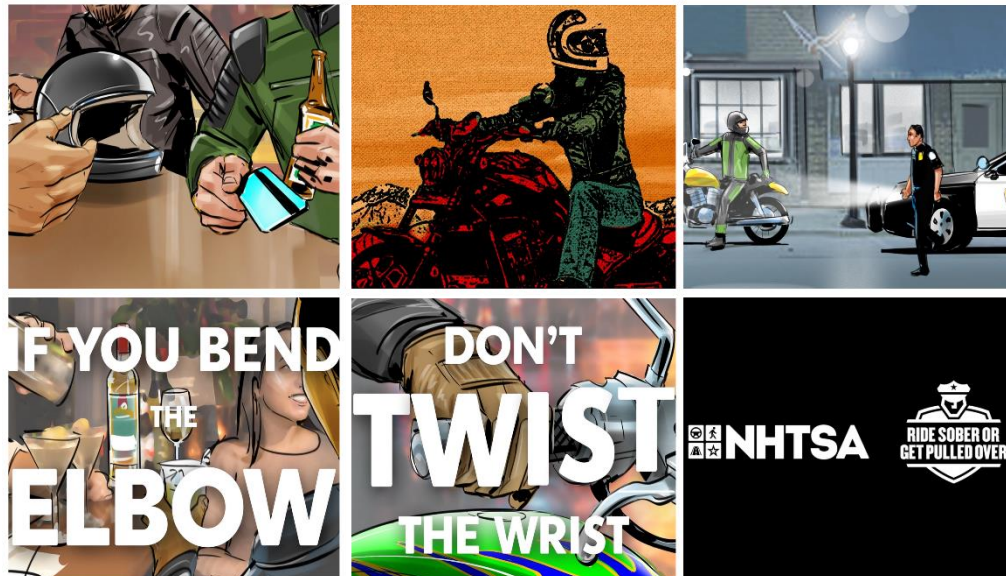
(Concept M)



Twist of the Wrist

(Concept M)

Ability to Communicate Behavior Rank:	Graded the Concept A/B:
2 nd (n=21)	62% (n=29)



Twist of the Wrist is attention-getting and relatable and is made more memorable by its tagline. The concept does better than others at communicating law enforcement presence and activity.

Effective Elements

- The diversity of bikes, riders and gear makes the concept attention-getting and relatable.
- Though the tagline does not always resonate, participants overall like the inclusion of a catchy tagline and found that it made the concept more memorable.
- The voiceover is effective at highlighting the message for people who might not be watching the ad closely.
- Enforcement is communicated more clearly than in other concepts by showing a pull-over and the law enforcement officer approaching the rider.



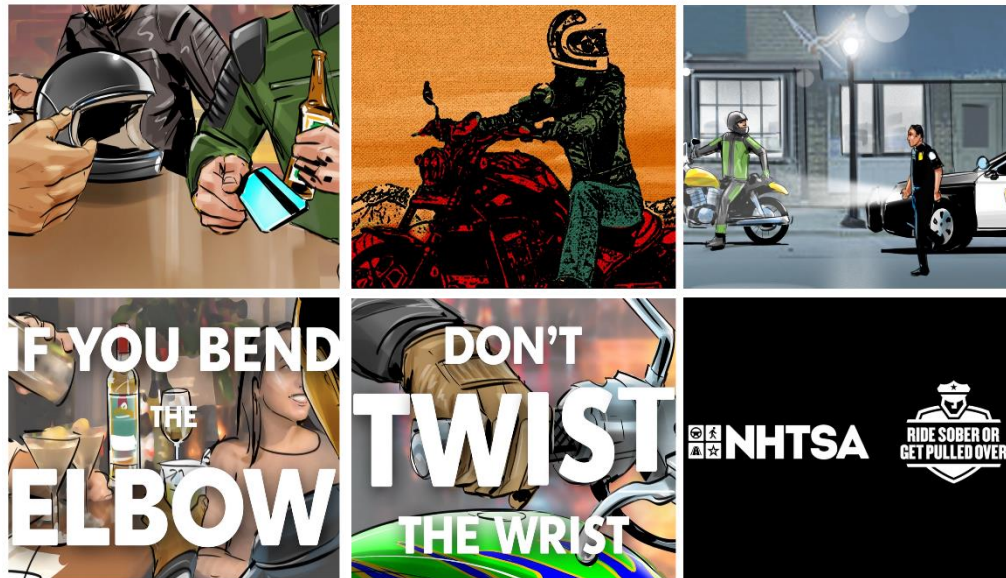
*When I saw the exhaust and a guy rocking the throttle, it spoke to me. [And I liked that] we saw the action of the bikers hanging out together at the bar. **I liked seeing the actual [law enforcement] officer approaching the rider instead of just the lights in the background... we knew that that person was being busted by that [officer].***

– Shawn, Ohio, Age 35- to 54-years-old

Twist of the Wrist

(Concept M)

Ability to Communicate Behavior Rank:	Graded the Concept A/B:
2 nd (n=21)	62% (n=29)



Twist of the Wrist could be strengthened by changing the tagline to the more effective alternative and by increasing the severity of the enforcement consequences.

Opportunities for Improvement

- Though law enforcement is more visible in Concept M than in other concepts, the severity of consequences needs to be increased for the ad to be effective.
- The tagline does not consistently resonate. While “twist the wrist” is understood as a clear reference to motorcycle throttle use, “bend the elbow” is not seen as an effective term to describe drinking. Some participants say it’s not clear out of context, is not a commonly used term and sounds cheesy.
- When asked about the alternative tagline “If you hit the bottle, don’t hit the throttle,” participants almost unanimously agreed it would make the concept more effective.
- The animatic was considered too choppy by some participants, with the camera jumping back and forth between scenes of drinking, revving the throttle and the pull-over scene.
- The helmet should not be shown on the bar, as it is considered bad form among bikers.
- A few say the current music used in the animatic creates a sense of fun that could potentially be misunderstood to encourage drinking and riding.



Where's like the \$10,000 fine? Where's the loss of like license? You know, where's the guy in the hospital? I mean, that's really what we're talking about here. Those are the things that would stick in my head more than “Don’t twist the wrist”.

– Daniel, New York, Age 35- to 54-years-old

Stride of Pride

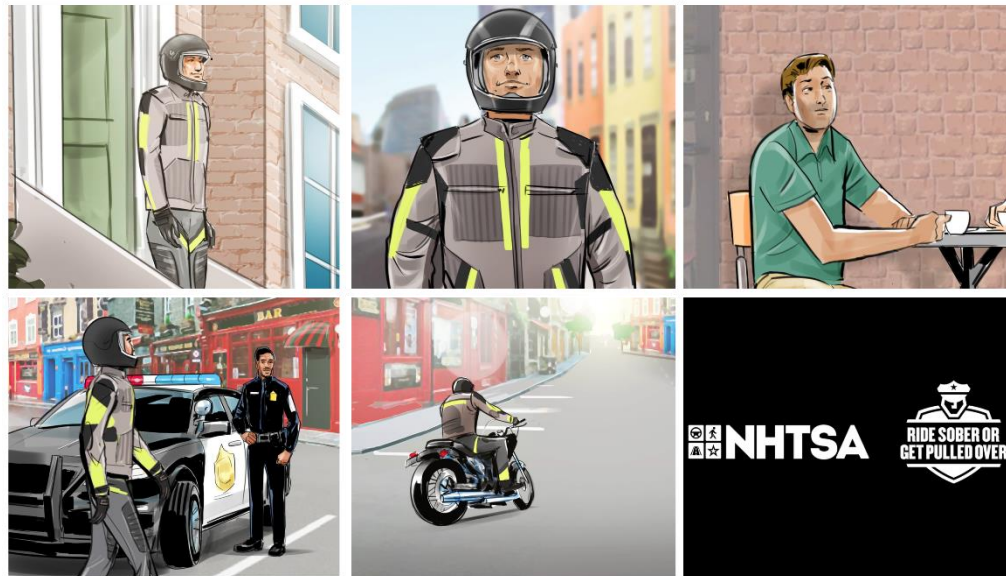
(Concept O)



Stride of Pride

(Concept O)

Ability to Communicate Behavior Rank:	Graded the Concept A/B:
3 rd (n=2)	43% (n=20)



Stride of Pride is unique in presenting an example of positive behavior and a positive interaction with law enforcement.

Effective Elements

- The surprise of seeing someone walking down the street in full motorcycle gear makes the concept attention-getting.
- Participants appreciate that it presents an example of positive behavior and the choice not to drink and ride home.
- The positive interaction with law enforcement is well-received by some participants who understand the timeline of the concept.
- Concept O connects best with those who would be willing to leave their bike at a bar overnight.



*I liked the idea right off the bat. **It caught my attention. 'Why is this weirdo coming out of his house with the helmet already on? Where is he going?' And then when he finally got there, it made sense. When he walked by the [law enforcement officer], I thought that was a good idea. The only thing lacking was a short recap of the night before having fun doing the responsible thing and then making it home to live and ride another day.***

– Israel, Kansas, Age 35- to 54-years-old

Stride of Pride

(Concept O)

Ability to Communicate Behavior Rank:	Graded the Concept A/B:
3 rd (n=2)	43% (n=20)



Stride of Pride confuses some participants and the concept's timeline needs to be clarified for it to be effective. Emphasis on the passage of time between alcohol consumption and the next day when the rider picks up his bike would clarify and strengthen this concept.

Opportunities for Improvement

- The timeline of the spot needs to be clarified to show that the events are taking place the day following the consumption of alcohol. Many participants interpreted the character to still be impaired when he drives off at the end of the animatic.
- To clarify the timeline, consider showing a brief clip of the previous evening when the character consumed alcohol and made the choice not to ride home.
- Participants also suggested showing the character taking a ride home in a taxi or Uber since he would be unlikely to walk home if impaired.
- Some participants questioned why the character rode his bike to the bar in the first place if it is within walking distance.



*It started out [well], but **at the end when they say, 'he didn't ride home,' but then they show him ride off, it's contradictory...** [It should] show him getting into a cab or an Uber or something parked next to his bike... [show him] walking toward his bike, but he gets into the cab.*


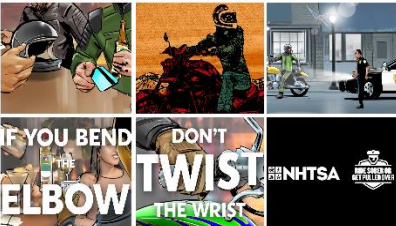

Jaime, Texas, Age 35- to 54-years-old

Concept Comparisons

Concept Comparison

General Market

Concept L narrowly leads on concept grades and the ability to communicate the desired behavior. Meanwhile, Concept M is the most effective at communicating enforcement. Concept O performed less well than others across all measures.

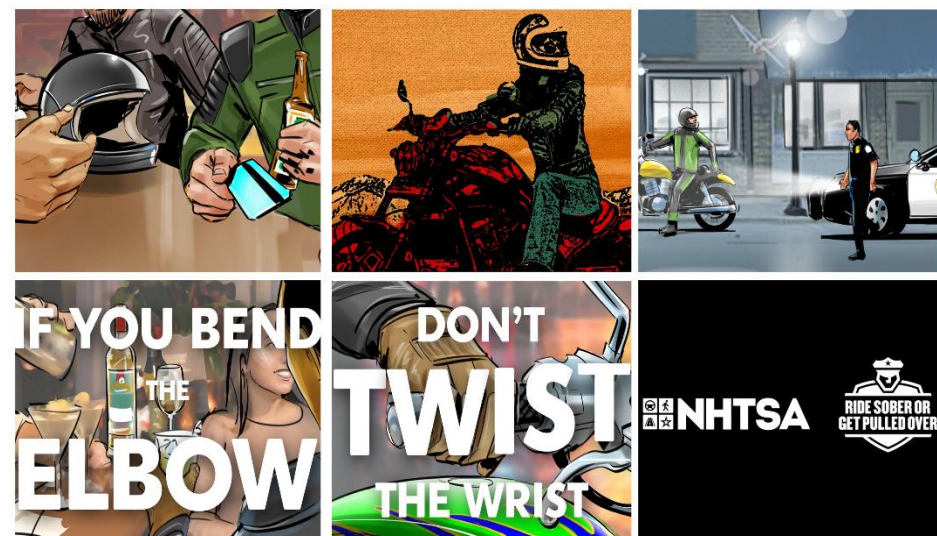
Concept Assessment	Concept Grades Graded A/B	Communicates Behavior Select one concept	Communicates Enforcement Select one concept
 <p><i>You Love to Ride</i> (Concept L)</p>	64% (30/47)	51% (24/47)	37% (17/46)
 <p><i>Twist of the Wrist</i> (Concept M)</p>	62% (29/47)	45% (21/47)	48% (22/46)
 <p><i>Stride of Pride</i> (Concept O)</p>	43% (20/47)	4% (2/47)	15% (7/46)

NOTE: Blue highlights highest score among concepts; gray highlights lowest score among concepts

Recommendation



You Love to Ride



Twist of the Wrist

You Love to Ride and *Twist of the Wrist* both outperform *Stride of Pride*. Either could potentially work, but require enhancements before selecting one to go into production.

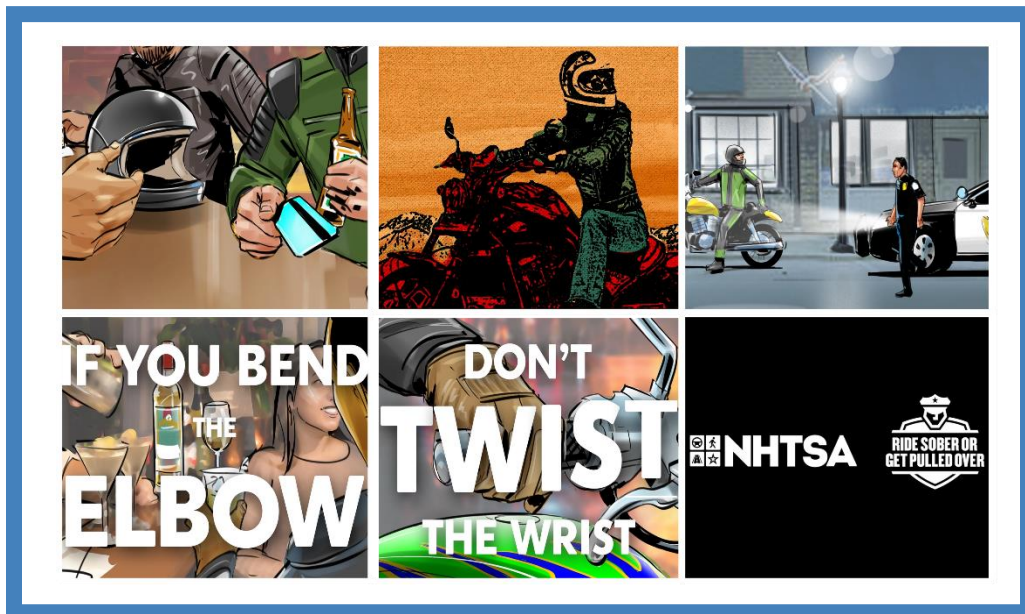
You Love to Ride and *Twist of the Wrist* share several effective elements, including presenting a positive side of motorcycle riding and showing a diversity of bikes, riders and gear. However, both concepts receive significant pushback for failing to give compelling enforcement imagery.

Feedback differed in a few areas between the two concepts. *You Love to Ride* was generally perceived as better at communicating the risks of impaired riding since it shows a bike wobbling. *Twist of the Wrist* was considered better at communicating enforcement since it shows a law enforcement officer approaching a stopped bike rider.

Research recommends the selected concept should:

- Include an enforcement visual of a bike being towed away while the rider is in the back of the law enforcement cruiser.
- Begin in a relatable drinking location and show characters consuming alcohol or already clearly alcohol-impaired.
- End with a memorable tagline.

Agency POV



Twist of the Wrist

Agency Recommendation: *Don't Hit the Throttle (formerly Twist of the Wrist)*

- Memorability scores demonstrate it is a more impactful option.
- The structure of the concept allows us to increase the severity of enforcement consequences as recommended, with ultimately greater potential for recall.
- Its high-energy approach, music and contemporary imagery make it more attention-getting and relatable.
- Recommend adopting the tagline, “If you hit the bottle, don’t hit the throttle” based on focus group feedback.

Don't Hit the Throttle

TV :30

We will depict our target having drinks in various locations like bars, homes and other venues where alcohol is typically consumed.

Upbeat pop-punk music throughout.

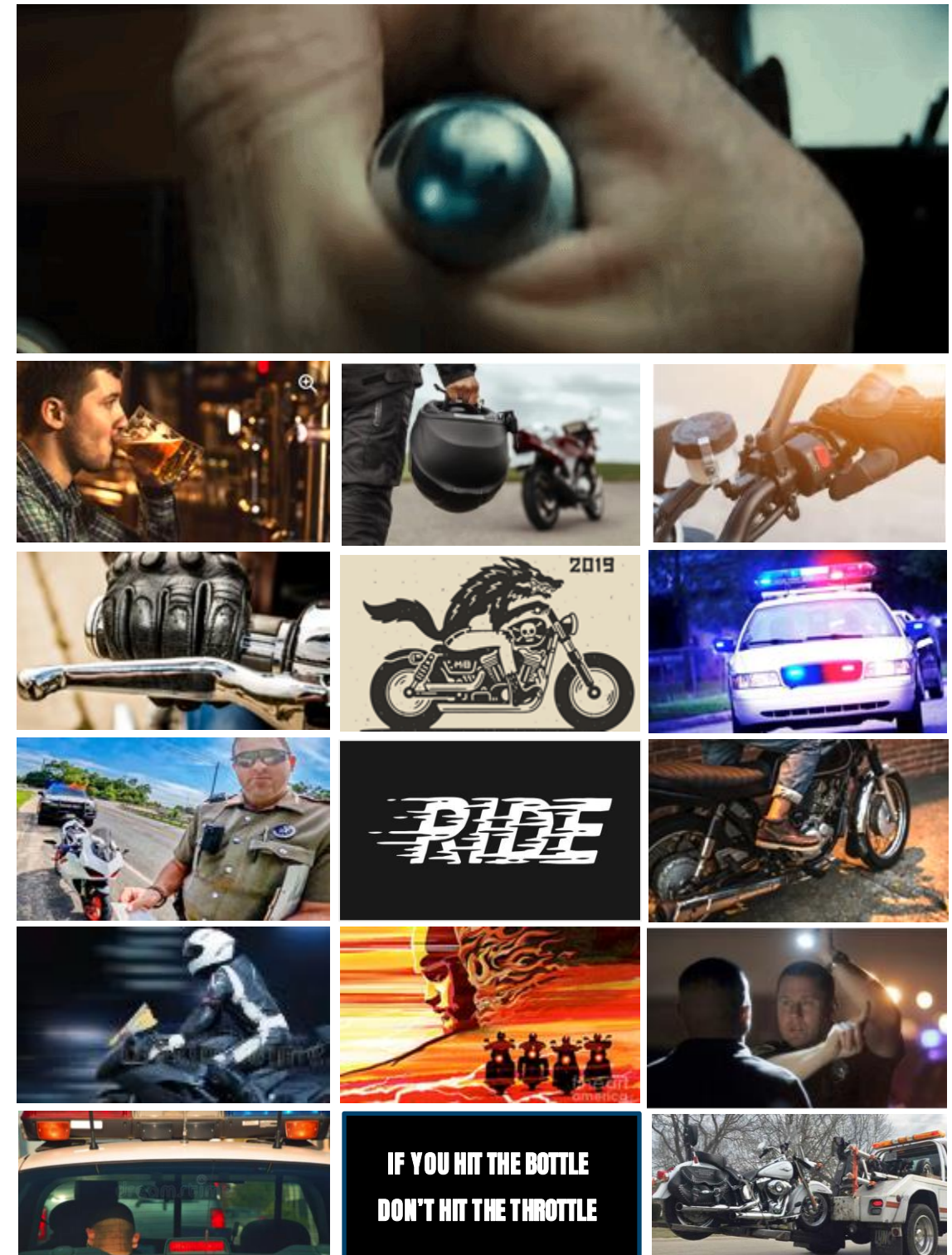
Open on a quick cut montage of scenes of our target as they put down an alcoholic beverage, **start their bike, hit the throttle and pay the price in the form of pull-overs, field sobriety tests, sitting in the back of a law enforcement cruiser and bikes being towed.**

Motion graphics, biker-style illustrations and kinetic typography will be juxtaposed over and alongside our live-action footage to reinforce the message.

Super: If you hit the bottle,

Super: Don't hit the throttle.

Cut to end card: Ride Sober or Get Pulled Over.



Appendix

General Market (n=47)

Demographics

Category	Demographic	Total
Ethnicity	White	53% (n=25)
	Black	11% (n=5)
	Hispanic	21% (n=10)
	Asian	9% (n=4)
	Other	6% (n=3)
Education	High school or less	2% (n=1)
	Some college/vocational/tech	38% (n=18)
	College graduate	43% (n=20)
	Postgraduate	17% (n=8)
Household Income	Less Than \$50K	9% (n=4)
	\$50k-\$99k	34% (n=16)
	\$100k+	57% (n=27)
4 Point Census Region	Northeast	9% (n=4)
	Midwest	28% (n=13)
	South	34% (n=16)
	West	30% (n=14)
Employment	Employed	94% (n=44)
	Student	2% (n=1)
	Unemployed	- (n=0)
	Retired	4% (n=2)
Marital Status	Single, never married	17% (n=8)
	Married/living with partner/civil union	60% (n=28)
	Divorced/Separated/Widowed	23% (n=11)