Heroes Public Service Announcement Campaign Report

madd
No alcohol. No drugs. No victims.

Why this Campaign Was Created:

- Research indicates **men aged 18–34** are the demographic most likely to drive after consuming alcohol, cannabis, and/or other drugs.
- This data was consistent across four national MADD Canada surveys conducted between 2021 and 2023.
- This campaign was designed specifically to address this persistent behaviour.

The Core Behavioural Insight & Approach:

The **single most common reason** young men report for driving after consuming alcohol and/or drugs is **not feeling impaired.**

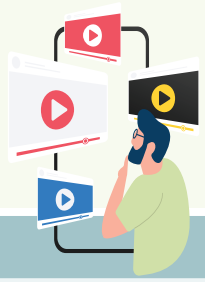
Among those who admitted to driving while believing they were impaired: **33%–61% reported driving with passengers**, depending on the substance used. This indicates:

- ✔ Risk is not isolated to the driver.
- ✔ There is a significant social cost to these decisions.

Research and campaign experience show that **young men are resistant to traditional safety messaging**, especially:

- ✔ Lecture-style
- ✔ Authority-driven
- ✔ Fear-based

Past approaches often failed to connect because they **did not reflect how this audience sees themselves** or makes decisions.



Campaign Strategy:

- Targeted to males age 18-34 with a full-year national **English** and **French** campaign.
- Timing focused on events when young men have a higher likelihood of consuming alcohol, cannabis and/or other drugs: Family Day, St. Patrick's Day, NBA/NHL Post Season, Victoria Day, Canada Day, Frosh Week, Halloween, Christmas, and New Year's Eve.

Creative Platform Rationale: Identity-Based Framing ("Heroes")

Reframes not driving as a positive, responsible act.

Avoids stigmatization or fear-based messaging.

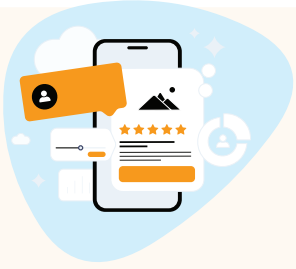
Aligns with behavioural evidence on identity motivation.

The "Heroes" platform positions responsible restraint as **socially desirable behaviour**, increasing receptivity among younger male audiences.

Out of Home Billboards:

Additional media available at https://madd.ca/pages/programs/awareness-campaigns/television-and-radio-ads/

Media Plan:



- **4 weeks** of paid media at select resto-bars, university/college campuses (+4 weeks), barbershops and rideshares.
- **9 weeks** of paid media at Vertiqal Studios, The Score App, Instagram and TikTok.
- **4 flights** of paid media on Amazon Prime Video Streaming.
- **52+ weeks** of donated television airtime.
- **Donated digital** out of home in select cities.

Overall Campaign Results:

- Across channels, performance was in line with or stronger than industry norms, with particularly strong results on premium video and YouTube, where attention and completion matter most for behaviour-change messaging.
- Short-form social channels performed as expected for awareness and reach.
- Digital Media Impressions:

MEDIA	UNITS/CREATIVE	DURATION	TARGETS	DELIVERED IMPRESSIONS
YouTube	Video	9-weeks	1,428,571 est. imps.	1,479,727
The Score App	Video	9-weeks	714,285 est. imps.	658,300
Instagram	Video	9-weeks	642,861 est. imps.	1,292,417
TikTok	Video	9-weeks	450,000 est. imps.	1,754,317
Vertigal Studios (Steam Gaming)	Video	Aug - Dec '25	666,667 est. imps.	681,425
Amazon Prime Video	Video	4-weeks	1,049,593 est. imps.	1,153,416
Total			**4,951,977 est. imps.**	**7,019,602**

- The campaign exceeded planned impressions, driven mainly by TikTok and YouTube, with premium placements providing higher-attention viewing.
- Results support the use of an integrated-channel approach to balance reach, frequency, and attention within behaviour-change communications.

Detailed Campaign Results:

YouTube (Skippable Video)

View rate ~ **62%**

Industry benchmark: Skippable YouTube view rate: **15%–35%**

Viewers chose to continue watching at a higher-than-average rate, indicating **strong message relevance and attention** for a skippable format.

Amazon Prime Video / Premium Connected TV (CTV)

Video Completion Rate (VCR): ~**97%**

Industry benchmark: Premium CTV / streaming video VCR: **40%–50%**

Significantly exceeded expected range for high-attention environments

Performance is consistent with **quality, uninterrupted viewing**, which is the primary objective of premium video placements.

Vertiqal / Gaming & Enthusiast Video

Completion rate (VCR): ~**79%**

Industry benchmark Enthusiast / gaming video VCR: **35%–50%**

Exceeded benchmark

The ads were shown in a place where people were interested and paying attention to the gaming content, so they were more likely to keep watching.

The Score (Sports App Video)

Completion rate (VCR): ~**61%**

Industry benchmark Short pre-roll video in apps: **30%–40%**

Exceeded benchmark range

Delivery performed above expectations for short-form, in-app video formats.

Instagram

Strong volume of views and engagements

Industry benchmark

Impressions doubled estimated reach.

Meta effectively delivered **scale, repeat exposure, and social reinforcement**, which is its primary role in an integrated mix.

TikTok

Very high impressions but low full completions (under-1%). High click throughs.

Typical industry benchmark

- TikTok completion rates are **generally low** due to scroll behaviour.
- Partial views are the dominant consumption pattern.
- Consistent with platform norms.

TikTok performed as expected for **awareness and frequency**, not deep attention.

Reach Leaders
(Impressions)

TikTok: **1,754,317**

YouTube: **1,479,727**

Meta (IG/FB): **1,292,417**

High-Attention Viewing
(Completed Views / VCR)

Amazon Prime Video: 1,115,878 completions | **97% VCR**

Vertiqal: 901,316 completions | **79% VCR**

The Score: 633,582 completions | **61% VCR**

Traffic Drivers
(Clicks)

TikTok: **2,793**

YouTube: **730**

Meta (IG/FB): **667**

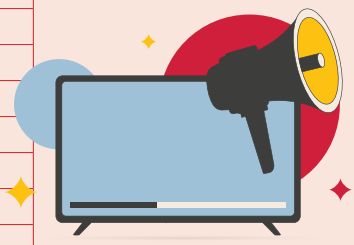
Key Observations for Out of Home Media

- **Resto-bars and campus** placements significantly exceeded estimated impressions.
- **Rideshare screens** delivered above projected impressions.
- **Barbershop** delivery aligned closely with estimates.
- **Astral & COMMB digital OOH** placement extended overall exposure.

MEDIA	UNITS/CREATIVE	DURATION	TARGETS	DELIVERED IMPRESSIONS
Resto-bars	122 location/static	4-weeks	**3,000,000** est. imps.	**8,890,267**
Barbershops	19 Screens/static	4-weeks	**714,285** est. imps.	**681,156**
Rideshare	1039 Screens/ video	9-weeks	**816,664** est. imps.	**903,946**
Campus	75 Screens/ video	4-weeks	**6,666,667** est. imps.	**9,750,008**
Astral			Bonus	**114,166,139**
COMMB			Bonus	**6,275,554**
Total			**11,197,616 + bonus**	**140,667,070**

Television PSAs

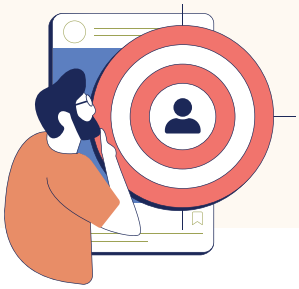
2025	NUMBER OF PLAYS	$ VALUE	IMPRESSIONS
February	516	$25,434	2,082,900
March	409	$29,321	3,312,900
April	500	$24,671	4,316,600
May	336	$23,281	2,738,100
June	612	$46,480	9,840,900
July	596	$41,126	3,376,100
August	467	$34,125	3,225,400
September	315	$26,880	3,228,000
October	306	$26,737	3,180,300
November	265	$26,086	3,798,200
December	326	$28,232	3,643,200
Total	**4,648**	**$332,373**	**42,742,600**



All airtime was donated.

In Summary

- Our campaign positions everyday decisions as **heroic acts,** redefining heroism as:
  - ✔ Knowing when not to take a risk.
  - ✔ Protecting others through restraint.
- This aligns with behavioural research showing that **identity-based messaging** is more effective than **rule-based messaging** for this demographic.



- The findings suggest that an integrated, multi-channel approach delivers better overall outcomes than single-channel strategies:
  - ✔ **Social media** (TikTok/ Instagram/YouTube) to reach **a lot of people** multiple times, and **TV PSAs and premium video** (like Prime Video) to hold attention long enough for people to **actually take in the message.**
- And that mix helps change behaviour because it:
  - ✔ **Interrupts the "I'm fine to drive" moment** (gets people to stop and think), and
  - ✔ **Makes the safer choice feel normal** ("most people plan ahead and don't drive impaired").

madd
No alcohol. No drugs. No victims.
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