

New Drive Dry campaign launches at social drinking hot spots

The latest Drive Dry campaign, 'Go Places with Drive Dry' launched this past weekend, targeting South Africa's social drinking hot spots over the next month.



The campaign aims to provoke thought around the issue of drinking and driving and invites South Africans in Cape Town, Durban and Gauteng to experience how one can go places the moment one chooses not to drink and drive.

"It won't happen to me is a common attitude among South Africans, particularly when it comes to drunk driving," says Michael Mabasa, corporate relations director at brandhouse. "But statistically the chance of being arrested, crashing a car, injuring yourself -or worse- killing a friend, is high."

Activation schedule

- Premium Sports Bar, Cape Town, 1 August, 7pm - midnight
- Kefu's Place, Cape Town, 2 August, 7pm - midnight
- Geli's Place, Durban, 8 August, 7pm - midnight
- Nas Vagas, Durban, 9 August, 7pm - midnight
- One and Only Entertainment Centre, 10 August, 7pm - midnight
- Eyandini Lounge, Durban, 17 August, 7pm - midnight
- Da Venue, Gauteng, 23 August, 7pm - midnight
- Vaal Monateng, Gauteng, 25 August, 7pm - midnight
- Bahama Bar, Gauteng, 29 August, time to be confirmed
- The Village, Gauteng, 30 August, time to be confirmed
- Sakhumzi, Gauteng, 31 August, 1-6pm

Declaration station

Each of the venues will have a Drive Dry declaration station where the public are encouraged to declare whether they are drinking or driving. Upon a successful declaration, patrons will be rewarded with personalised business cards that will be made for them on site.

"South African consumers are not put off by the legal ramifications of drinking and driving, but rather by the fear of failing to live up to their family's expectations of their future should they cause something bad to happen while driving drunk," adds Mabasa. "This campaign is all about reinforcing a positive message that going places starts by not drinking and driving."

"Having a party is part of South African life - just let your friends know if you are drinking or driving. That way you can hook up lifts and make our roads safer. Small actions start revolutions, so declare today, it's the first step towards having a responsible community of friends making sure you all look out for each other and stay safe," concludes Mabasa.