

PUTTING A HUMAN FACE ON A COLD HARD STATISTIC

Jay Chiat Awards for Strategic Excellence 2013
Category: Regional Strategy

save11 |  Allstate®

SUMMARY

WE HAD **ONE** GOAL: PASS A NATIONAL LAW THAT SAVES TEEN LIVES.

Every year 4,000 American teenagers are killed in car accidents. That equates to 11 teenagers a day. As the #2 auto insurer, Allstate sees this tragedy and its aftermath first hand and felt compelled to do something about it.

Plenty of brands were already telling teens about the dangers of distracted driving and dramatizing the horrific possible outcome. The problem is, telling teenagers what to do simply doesn't work. Not only do teens think they're invincible, they are also prone to doing the opposite of what they're told.

There is something that does work, though: letting teens gradually gain driving experience through laws that enforce it.

A few states had passed teen driving legislation (officially known by lawmakers as Graduated Drivers Licensing), and lives were being saved in those states. In some places up to 40%!

We had a thought. If we could take the best teen safe driving laws and combine them into one national bill, and get it passed, thousands of teen lives would be saved.

So that's what we set out to do. Not an easy task, considering American politics. Our message had to speak to Congress in a way they couldn't ignore. We needed to give the teens we've lost a voice, pleading for change.

**So we created a movement Congress couldn't ignore
- Save11.**

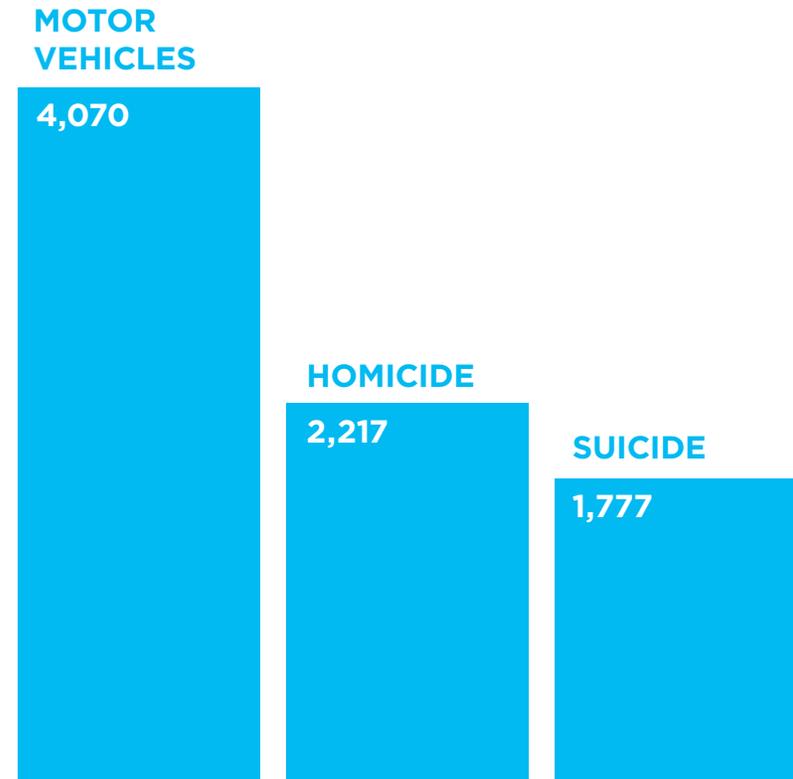
YOU'RE **NOT** GOING TO BELIEVE THIS.

What kills the most American teenagers every year? Go ahead, guess. It's not drugs or alcohol. It's not violent crime or suicide. The truth is, it's your car keys. Car accidents are the number one killer of teens in the United States, killing over 4,000 teens every year.

And as the #2 auto insurer, Allstate sees the tragedy firsthand. America was facing an epidemic too deadly to ignore. And while there was no shortage of chatter about it, nobody was taking action.

You've heard the noise: mobile carriers and insurance companies channeling fear. They lecture teens on the horrors of texting while driving. But what do we all know about teens? If you tell them not to do something, they're probably gonna do it. A stern talking to isn't the best medicine.

The advertising-to-teens approach wasn't working. We turned our attention to what was.



Leading causes of death among teenagers, 2008

SAFE-DRIVING LEGISLATION WORKS.

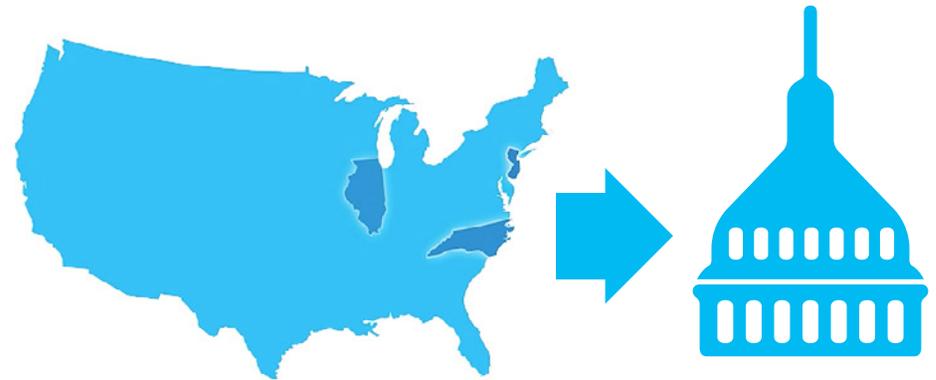
Surprising thing is, there was a solution staring America in the face.

A few states across the country had implemented state-level laws that required teens to gradually increase their driving experience over time through more training hours, limiting the number of passengers in the car, and enforcing a driving curfew. These laws are formally known as Graduated Drivers Licensing. And they were saving teen lives, reducing teen deaths by up to 40%.

If we could implement those same teen safe-driving laws nationwide, we could save thousands of lives a year.

But making that a reality seemed impossible. We would have to seize the attention of the only audience that rivaled teens in its obstinacy: the 112th United States Congress.

So we went to Washington.

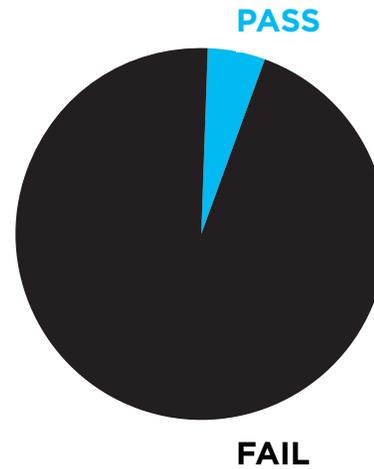


MEANWHILE, INSIDE THE BELTWAY...

97% of all bills in Congress fail.

Passing legislation that would combine the most effective teen safe driving laws across the country and mandate them nationwide seemed like a pipe dream.

The 535 men and women serving in the 112th made up the most polarized Congress dating back to the Hayes Administration, and the least productive in terms of passing legislation since World War II. It seemed the only issues they could agree on involved the renaming of public buildings and the minting of commemorative coins.



97%
**OF BILLS
IN CONGRESS
FAIL.**

TEEN SAFE DRIVING WAS AN **AFTERTHOUGHT.**

But nobody would argue that saving teen lives is a bad thing. Even a divided Congress should be able to agree upon that. But the debt-ceiling crisis, Obamacare, and the War on Terror made our little teen safe driving bill low on the priority list. In the context of a **\$14.7 trillion** national debt, **48.6 million** uninsured Americans, and thousands of casualties from Iraq and Afghanistan, **4,000 teen deaths** a year was easy to ignore.

**SO INSTEAD OF
COMPETING ON SIZE,
WE COMPETED ON
EMOTION.**

WE MADE IT UNCOMFORTABLE.

We couldn't trigger action with statistics alone.
We needed an idea wrought with emotion, a painful reminder of the urgency of our cause.

We changed the conversation.

Instead of marching up Pennsylvania Avenue with **"4,000 teen deaths a year"** on a placard, we decided to **change the math** and tell the tragic stories of the **11 individual** teens who die on the road every day.

We transformed each of those teens from statistics to human faces.

SAVE11 WAS BORN

WE CREATED A MOVEMENT.

Our movement was named Save11, named after the 11 teens who die on average every day in car crashes.

Our objective was to save teen lives on the road.

Our mission was to pass national teen driving legislation.

But our strategy was to make it personal and push every Congressperson and staffer to confront the faces of the 11 teens that die on the road in a single day, and understand the broken families, friends and communities these teens leave behind.

We needed Congress to recognize that every day they failed to act, 11 more teens would die.

WE PUT REAL FACES BEHIND THE MOVEMENT.



Every day an average of 11 teens die in car crashes.
On May 31, 2007, Cady Reynolds was one of them.
Pass the STANDUP Act now (H.R. 1895, S. 3269). Visit facebook.com/save11.

save11 | **Allstate.**
BACK THE STANDUP ACT

The STANDUP Act is the Safe Teen And Novice Driver Uniform Protection Act (H.R. 1895, S. 3269). Source: Insurance Institute for Highway Safety Fatality Facts 2008.
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Every day an average of 11 teens die in car crashes.
On April 7, 2009, Zach Raffety was one of them.

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Keep pending teen safe driving legislation alive.

Learn how at Allstate.com/STANDUP. The STANDUP Act is the Safe Teen And Novice Driver Uniform Protection Act (H.R. 1895, S. 3269). Source: Insurance Institute for Highway Safety Fatality Facts, 2007-2009. © 2010 Allstate Insurance Company



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WE WENT TO WORK WITH CONGRESS.

We studied the daily Congressional journey, and how Congress consumed media throughout, to tell the personal stories of 11 dead teens in every step of a Congressperson's day.

In the morning, they reached for the *USA Today* wrapped in a Save11 sleeve or the *Washington Times* with Save11 advertising.

While they sat in traffic on Constitution Avenue, fiddling with the radio dial, live reads reminded them of the bill.

Save11 even blanketed the websites they surfed in the office—*Roll Call*, *CQ Today*, *The Nation*, *Real Clear Politics*, *Politico*—with targeted banners and web page takeovers.

The publications carrying our Save11 campaign, as well as Allstate, received a dramatic increase in phone calls from congressional offices inquiring about the bill.



AS THE VOTE APPROACHED, WE UPPED THE ANTE.

We published an eleven-consecutive page spread in *Politico*, each page depicting the face of another teen lost on the road. We hand-delivered a 32-page insert—with our ads, infographics, and the stories of 11 dead teens—to every Congressperson.

**THE #1
KILLER OF
TEENS IS
NOT WHAT
YOU THINK.**

**CAR CRASHES
KILL 11 TEENS
EVERY DAY
IN AMERICA.**

“
I lost my son
8 years ago.
Nicholas was
16 and an
inexperienced
driver. I support
this act 100%.
”

Today, the Save11 Facebook community is home to over 135,000 members. Together they speak in a single, powerful voice, helping spread the word about the need for a national Graduated Driver Licensing (GDL) law. They're not only raising awareness in their own communities, but urging action from Congress.

Tennessee.com gives families and friends a place to remember and celebrate lost teens.

For five consecutive years, May 20 has marked the deadliest day of the year for teen drivers. A national Graduated Driver Licensing (GDL) law will help stop this tragic trend.

**TEEN DRIVER
DEATHS
WEEK
MAY 20-27**

Abtate

**CONGRESS HAS
THE POWER
TO HELP SAVE 11
TEEN LIVES
A DAY.**

Last year, nearly 5,000 teens died in car crashes.

This year thousands of teen drivers will end up as passengers.

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**REALITY CHECK:
CAR CRASHES
DEATH
AMONG 17-YEAR-OLDS
WERE REDUCED
BY 25%**

**DEATHS
DROPPED
BY MORE THAN
40%**

After North Carolina adopted a strict GDL system in 2002, crashes involving 16-year-old drivers decreased by 27%.

Facts prove there's a cure for this national epidemic. Learn more about the deadly numbers behind the #1 killer of teens at Allstate.com/STANDUP.

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THE PEOPLE SPOKE.

To mobilize constituents, we developed a Facebook page with an app that allowed fans to email Congress, urging them to pass the bill. That community grew bigger, and became a place for families and friends of lost teens to connect and find strength.

And that strength grew.

Nearly 46,000 emails were sent to Congress in the period leading up to the vote. The nation had spoken on behalf of those 11 teens that die every day.



**WHILE 97% OF ALL
BILLS IN CONGRESS
FAIL, OURS DIDN'T.**

IT PASSED.

In July 2012, President Obama signed a bill with the most comprehensive teen driving law in the history of the United States.



THESE NEW, NATIONAL STANDARDS WILL
SAVE 2,014 TEEN LIVES
A YEAR.

**WHEN A BRAND USES ITS RESOURCES TO SOLVE A PROBLEM,
THEY HAVE THE ABILITY TO CHANGE PEOPLE'S LIVES FOR GOOD**

