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THE BEST AND WORST OF ADVERTISING, BRANDING AND DESIGN

These Wrecked Toy Cars Found in Cereal Boxes Send a Sobering Drunk-Driving Message Targeting college kids

By Tim Nudd

September 30, 2015, 7:44 AM EDT

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Tesco Ambushes Poor Shoppers in a



It's always so much fun to get a little toy inside your cereal box! Until that toy is a mangled vehicle reminding you of the dangers of drunk driving.

Canadian agency Rethink pulled off a clever stunt for advocacy group Arrive Alive on Ontario college campuses. It handed out free samples of Arrowhead Mills cereal to students with an unpleasant surprise inside—little wrecked cars, seemingly from accident scenes.



The stunt was timed to breakfast because of one key piece of data: In fact, it can take up to 12 hours after your last drink to reach zero blood alcohol level. In other words, just because you slept, doesn't mean you're sober.

It's a pretty simple message that doesn't take a decoder ring to figure out. There's also something nice about targeting college students with a child's toy—with the implicit suggestion that they're still kids in many ways, and probably not as responsible as they think.

Check out more images from the campaign below.



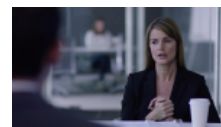
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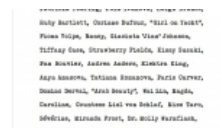
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What a smart and creative way to bring awareness to this. [#arrivealive](#)



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2

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4







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Tim · a month ago

It's clever in a student-y sense.

It's not really not 'clever' by what our business requires, if it's only for a small market. It sorta falls apart in a real-world scenario at scale. How many students did they reach with this? What's the spend:reach for making all those cars, adding them each to the cereal, handing them out to spread the message? And what is the feeling I get when someone hands me this free box of cereal and then I sit down to eat it and find this negative thing in it – if I'm not a drinker? Clever in our business is really about being creative – and efficient – with a budget and still having a huge impact. And finding the right opportunity where our message is welcome, or useful. Not just opportunistic with a

'gotcha!'

(*Unless...the target is really online and meant to reach as many students that can be reached by a 1 time 'fake' stunt where the potential viral aspect IS the idea, and not the stunt, in which case it is very valid) but – is that the actual brief...? If so, great. If not, lame.

Hot Wheels cease-and-desist letter in 3,2,1...

4 ^ | v · Reply · Share ›

Dave Kozlowski → Tim · a month ago

But we're reading the article about it, and presumably there was some Twitter buzz, so... Mission accomplished?

1 ^ | v · Reply · Share ›

Tim → Dave Kozlowski · a month ago

Depends on what the actual brief was.

Are most college students spending their day reading Adweek?

And, why is it not even featured on the site of the cereal company or the awareness group? <http://arrivealivetour.com/uni...>

And, the tweet was from someone with under 1k followers, with 4 retweets. I've seen some crazy-hyperbolic 'social media ninja' presentations in my time, but none that would probably consider that 'Twitter buzz' success metrics.

^ | v · Reply · Share ›

MarkSaysThings → Tim · a month ago

This is the dividing line between the stuff in award shows that makes me roll my eyes and the work that really impresses me.

1 ^ | v · Reply · Share ›

Alex Kotz · 14 days ago

I like that it's at a time when folks are first likely to try drunk driving and is an excellent way to nip a bad habit in the bud. Also, great way to connect and good shock value changing a sense of happiness from free food and a prize to a sobering reminder.

I do disagree with the author's note that "they're still kids in many ways and probably not as responsible as they think they are." That just seems to foster the growing issue of telling people who are definitely legal adults that they're still just kids.

^ | v · Reply · Share ›

Anton · a month ago

Nice, but not very original.



^ | v · Reply · Share ›

kafkette · a month ago

those things are gonna be so collectible within a couple decades.....

^ | v · Reply · Share ›

Martin Ballantine · a month ago

Very dubious. How many were made?

^ | v · Reply · Share ›

No más truchos · a month ago

The page cuts the link. Very convenient. And yeah, this idea is not new, good try guys. That's why I tell students to eat and breathe advertising awards yearbooks.

^ | v · Reply · Share ›

Matías Blažević · a month ago

we also did this same execution in 2006

<http://www.coloribus.com/adsar...>

^ | v · Reply · Share ›

giulia · a month ago

Already done long time ago.

<http://adsoftheworld.com/media...>

^ | v · Reply · Share ›

Frank Garcia · a month ago

Been done. By STUDENTS.

<http://adsoftheworld.com/media...>

^ | v · Reply · Share ›

Tim → Frank Garcia · a month ago

That a similar idea was created before doesn't matter as much though, really. Ideas are not 'owned' nor one-time-use-only since this is a business and not art. So anything goes and there are dozens of variations of the same idea for many things. When recognizing 'creativity', sure, we should celebrate the fresh stuff. But that's different.

I'd expect to see this kind of idea from students since it shows they're beginning to grasp how to be creatively disruptive. But what we do is more than just disrupting. It's not at all about showing how 'clever' we are. It's about cleverly connecting to our target in insightful, efficient, smart, persuasive ways. That's where the real value of creativity in the business should come in.

The only question for any work, including this, should be...how persuasive and effective is it? Was it a great solution within the budget, for the intended effect? Because that's the only reason 'creative' exists and should exist in the business – to outperform spend and other methods/ tactics.

2 ^ | v · Reply · Share ›

Westley Taylor → Frank Garcia · a month ago

and in 2006:

<http://www.coloribus.com/adsar...>

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7/8

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