

MASS MEDIA CAMPAIGN REPORT

“Never drink and drive!” Campaign Vietnam 2025

BACKGROUND AND CAMPAIGN DETAILS



Drink-driving campaign material.

On February 12, 2025, the Vietnam National Traffic Safety Committee (NTSC) launched the “[Never drink and drive!](#)” national mass media campaign, which aimed to explain the country’s zero-tolerance policy and encourage a road safety culture where driving after drinking is unacceptable. The campaign was timed with the Tet holiday and Spring Festival celebrations. Hanoi, Da Nang, and Ho Chi Minh City, through their participation in the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), all amplified the campaign through various channels. The post-campaign evaluation demonstrates that the campaign messages were adequately comprehended and accepted

by drivers, generated the intended concern about drink driving and motivated respondents to comply with zero-tolerance regulations.

Campaign Target Audience: Male and female car drivers and motorcyclists.

Objectives:

- Increase understanding of the harms associated with drinking and driving.
- Increase perceptions of the risk of being detected and fined substantially by police if drinking and driving.
- Increase compliance with the drink driving regulation.

Coordinated with enforcement: Yes

Message tested: Yes

Press event: Yes

Media Plan: Yes

Budget: US\$260,000 paid or pro-bono media placement, including press events and social and earned media in BIGRS cities.

Media channels: TV (national and local), social media (NTSC, Da Nang TSC, HCMC TSC Facebook & YouTube). Also, campaign materials were displayed across government buildings, high-rise buildings, train and bus stations, street LEDs, and billboards.

Duration: February 12 to March 12, 2025

Materials available: 30-sec [video PSA](#); radio PSA, out-of-home advertisement layout, poster, social video formats, and graphics.

EVALUATION

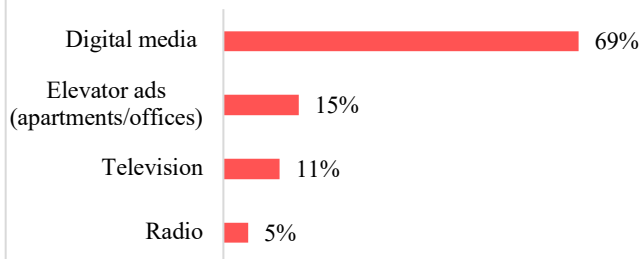
Methodology

The campaign was evaluated using a random household survey design and administered through face-to-face interviews with 1,220 respondents in Hanoi, Ho Chi Minh City and Da Nang between May 9 and May 27, 2025. Drivers of 4-wheel vehicles, motorcycles, and those who use both, participated in the study with a gender split of 51% men and 49% women, aged 18 to 55. Prompted recall was measured by showing the campaign video PSA without sound or the end frame.

Campaign Reach

Approximately 44% of surveyed respondents recalled the campaign, which means an estimated **30.2 million** adults nationally were reached by a campaign message. (Calculated as 44% recall rate x 68.6 million population aged 15+ years.) The recall rate was higher in Hanoi (46%) followed by Ho Chi Minh City (44%) and Da Nang (42%).

Figure 1
Awareness by Media Channels



Digital media was the most commonly recalled source, followed by advertisements in elevators located in apartment and office buildings (Figure 1).

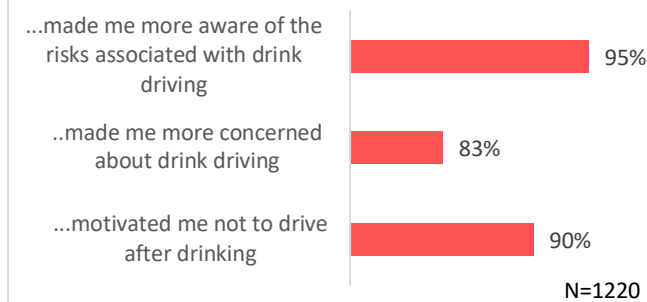
Response to the Campaign

Campaign messages were well received by drivers. All respondents who recalled the campaign reported that it was easy to understand (86%) and believable (98%), 72% said it “taught them something new,” and 95% reported that the message made them more aware of the risks associated with drink

driving.

The campaign effectively conveyed key messages about the high risks and serious consequences of drink driving. Respondents showed consistent recall of the main messages, with the top four being: “Don’t drive after drinking” (94%), “Violating alcohol regulations results in fines and license suspension” (49%), “Driving with any alcohol in your blood is prohibited” (43%), and “Alcohol-related crashes can lead to serious injuries or fatalities” (36%).

Figure 2
Reactions to the Campaign

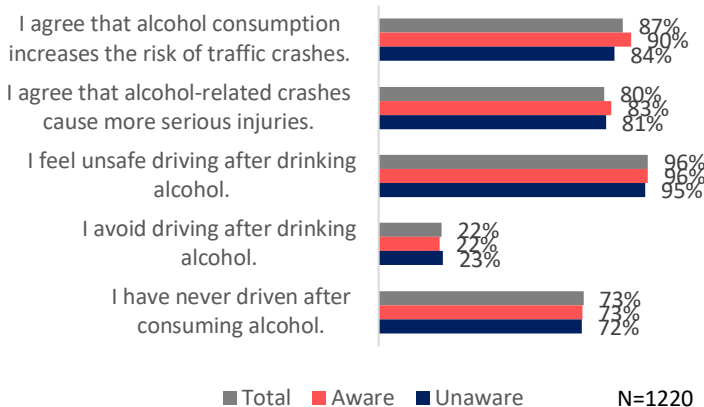


The campaign effectively raised awareness and concern about drink driving. Most respondents said the campaign messages made them more aware of the risks, influenced their decision not to drive after drinking, and motivated them to share the campaign material with others (Figure 2). The campaign was successful in triggering information-sharing behavior in the community, with almost 90% reported that the campaign increased their intention to share the risks associated with drink driving with others.

Campaign Impact

Figure 3

Speeding Risk Perceptions and Self-Reported Behaviors

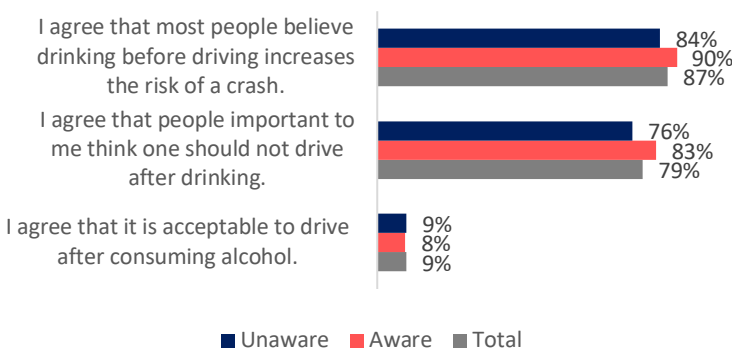


A large majority—regardless of campaign awareness—recognized the risks of drink driving, with slightly higher recognition among those aware of the campaign. However, 27% reported sometimes or rarely driving after consuming alcohol in the past two months, and only two in 10 said they consistently avoided it, with no significant difference between awareness groups. By vehicle type, more car drivers (84%) than motorcyclists (72%) reported never driving after drinking (Figure 3).

Nearly eight out of 10 respondents said people important to them believed one should not drive after consuming alcohol, while only 9% felt it was acceptable. This permissive view was more common among those unaware of the campaign (Figure 4).

Figure 4

Social Norms



Other Findings

- When asked about legal BAC limits, 66.2% of respondents correctly identified the regulation for motorcycle drivers and 69.9% for car drivers. Knowledge was slightly higher among those aware of the campaign (66.8% for motorcycles, 70.9% for cars) than those unaware (65.8% and 69.2%, respectively).
- Correct answers on the maximum penalty for motorcycle violations were slightly higher among those campaign-aware (32.1%) than those unaware (30.8%). Correct responses were similar for car violations—37% for the campaign-aware group compared to 36% for the unaware group.
- About 27.9% of participants reported receiving administrative fines for traffic violations in the past two years, while 67.3% had not, and 4.8% declined to answer. Violation rates were highest in Da Nang (36%), followed by Ho Chi Minh City and Hanoi (24.3%).
- The main reasons for fines included not wearing a helmet (33.5%), speeding (22.4%), and driving after drinking alcohol (10.3%), with 33.8% citing other unspecified reasons.
- Survey results show that the three causes most commonly identified by the public as leading to traffic crashes were drink driving (26%), speeding (22%), and running red lights (20%).
- Over 94% of respondents expressed support for public campaigns against drink driving.

- When asked about daily media consumption, 81% reported using digital media—including social media—daily. In comparison, 31% reported watching television daily, and 8% reported listening to the radio daily.

RECOMMENDATIONS

- Sustain and expand mass media campaigns to reinforce the dangers of drink driving and maintain high public awareness across all driver groups, especially male motorcycle riders.
- Enhance message targeting and framing by emphasizing real-life consequences, human stories, and emotional appeals that resonate with young adults and frequent drinkers.
- Align communication efforts with enforcement by coordinating campaign timing with police operations and promoting visibility of penalties and checkpoints.
- Leverage digital platforms and influencers to reach younger audiences, given their high usage of social media and low recall of traditional media.
- Conduct regular evaluations to understand changing perceptions, identify high-risk behaviors, and inform adjustments to future campaign strategies.