



Summer 2020

ENDWI

NMDOT



The New Mexico Department of Transportation (NMDOT) has launched a new anti-drunk driving campaign for summer. As New Mexicans are emerging responsibly from stay-at-home orders, NMDOT reminds us to also be responsible when behind the wheel.

This new campaign is different than previous campaigns. The choice to animate the spot was emanated from the need for production teams to work remotely — no more big sets with crowds of extras. Collaboration was key. Directors, illustrators, writers, animators, editors, graphic artists, and music composers among others, all came together virtually to tell this timely and consequential story.

It's exciting to be going back out again after socially distancing for so long. The NMDOT wants to make sure we do it responsibly with a new campaign focusing on the consequences of drinking and driving.

ENDWI 



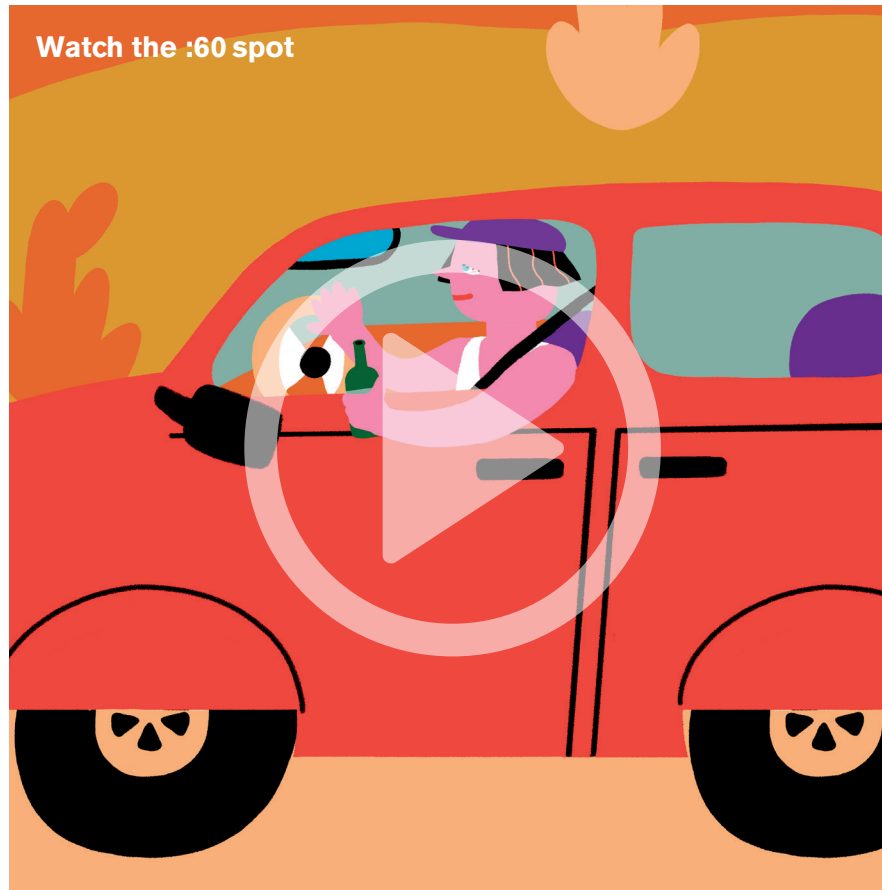
Don't Extend Your Social Isolation

ENDWI NMDOT



The NMDOT's new summer campaign is supported by multiple tactics.

The new summer campaign by the New Mexico Department of Transportation, is unlike any campaign the NMDOT has ever launched. Supporting the TV spots are social media posts with videos, online digital ads, and radio spots in both English and Spanish.



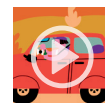
Broadcast Television



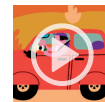
New TV spots in both English and Spanish show the consequences of drinking and driving in the current environment where people are going back out and businesses are opening up.



Watch the :15 spot



Watch the :30 spot



Watch the :60 spot



Social/Digital     

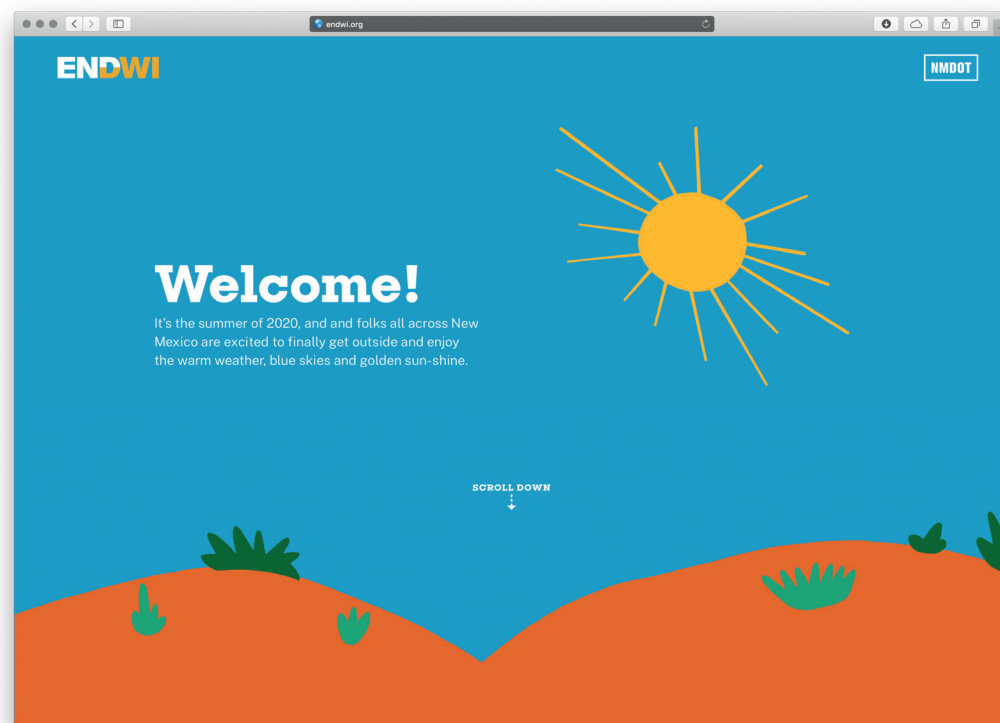
The campaign extends to social media with posts and video pre-roll on multiple platforms including online digital ads, Facebook, Instagram Stories, Twitter, and YouTube, increasing engagement with the audience and garnering earned media.

ENDWI.ORG Launches
Monday, June 29

Microsite



Social media drives users to a dedicated microsite where they can expand their experience in the animated world where the story unfolds as they scroll through the site. A link to the ENDWI.com website and more information is included.



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