3d.) Advertising: Indoor/Outdoor – Drugged Driving Spectacular Billboard
In 2014 recreational sales of marijuana was legalized in Colorado. Because of an informative and engaging ad campaign, 91% of marijuana users now know they can get a DUI for driving after using marijuana. Unfortunately over 50% still believe it is safe to drive while high. Therefore, the 2016 CDOT Drugged Driving campaign focused on behavior change and the understanding among our target that driving while high is not a safe decision.

Driving high on marijuana can impair your multitasking ability, reaction time and vision, making you more likely to be involved in a crash. CDOT introduced Dangerous Combinations; a visually striking campaign that combined marijuana and cars to show the dangers of being high behind the wheel.

To demonstrate what can happen if you get behind the wheel when impaired, a giant three-dimensional wall scape was installed in downtown Denver. The installation was designed to look like a crashed car and, at the same time, a lit marijuana joint. It’s accompanied by a simple but honest headline: “Hits Lead to Hits, Don’t Drive High.”

In addition to the spectacular billboard, the campaign included out of home billboards in Denver, Fort Collins and Colorado Springs metro areas as well as statewide, targeted pre-roll, web and mobile banners. Dispensary outreach was also included with branded posters reminding users the dangers of driving while high at the point-of-sale.
Dangerous Combinations :: Spectacular Billboard Installation
Dangerous Combinations :: Spectacular Billboard Final

HITS LEAD TO HITS
DON'T DRIVE HIGH
At 28-feet tall, the spectacular was hard to miss. It featured LED lights that shined throughout the evening hours, illuminating the joint. Strategically placed on the side of the Courtyard Marriott at Curtis Street and 16th Street Mall, the installation sent an important message in a heavily pedestrian and vehicle trafficked area within walking distance of at least six recreational marijuana dispensaries.

In less than 3 weeks, the spectacular billboard earned more than 12.9 million earned media impressions throughout the state.