

## Drive Drunk, Get Nailed Program

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### Drive Drunk, Get Nailed

In an effort to make the "100 Days of Summer Heat" message stand out above the myriad of advertising messages that the target receives each day, the GHSO will execute an integrated, highly impactful campaign called "Nailed" for the 2009 summer enforcement period. The "Nailed" campaign consists of several layers of media targeted specifically towards the male, 18-34, high risk demographic and a guerrilla marketing tactic designed to deliver the message in an unexpected, unconventional way.

The "Nailed" television commercial includes a dramatic visual of impaired drivers' vehicles being speared by giant nails. In order to drive the "drive drunk, get nailed" message home, we will create mobile displays of these nailed cars that will be placed on high-traffic streets and parking areas throughout the five major media markets in Tennessee. The driver side window in each of the five displays will feature the "Drive drunk, get nailed" message, while the passenger window will display the "100 Days of Summer Heat" logo.



The GHSO greatly appreciates Pull-A-Part's donation of a vehicle for the "Nailed" guerrilla marketing campaign and the use of your facility and staff here in Knoxville. Your employees have been a great resource for preparing the vehicles to be "nailed" and addressing various issues with all of the cars. Without your help this campaign would not be possible.