

# Unique media campaign for brandhouse Drive Dry Initiative

In its continued efforts to promote responsible drinking, brandhouse is launching a one-of-its-kind guerilla advertising campaign



This initiative is aimed at challenging the blasé attitude many consumers have towards drinking and driving. This hard-hitting campaign will feature cars placed inside giant evidence bags in parking bays outside popular nightspots. The crimes and victims' names appearing on the evidence bags will serve as a dramatic warning to partygoers, that drunk driving can turn your car into a murder weapon.

Drive Dry was launched three years ago and is an honest approach to evoking strong emotional responses from consumers by personalising the issue of drunk driving. It forms part of brandhouse's ongoing efforts to inform and raise consumer awareness about the potentially devastating effects of driving while under the influence of alcohol.

For more, visit: <https://www.bizcommunity.com>