



# THE 'BAD NEWS BAG'

## ► The Problem

Drunk driving accounts for 70% of all road fatalities in Delhi. In the last 4 years alone, about 5265 people have lost their lives to this evil. On occasions like New Year Eve, the problem becomes especially serious. Delhi Police wanted this New Year Eve to be different, a New Year Eve without any bad news.

## ► The Solution

We collected news stories of drunk driving casualties on New Year Eves and fabricated the 'Bad News Bag' out of them. These bags were distributed to liquor vendors. On December 31, people who bought alcohol were given the bottles wrapped in these bags. The bags served as a shocking reminder of how drunk driving can destroy lives.



## BAD NEWS BAGS



BAG 1



BAG 2



BAG 3

## ► Media

**574 drunk drivers caught on 31<sup>st</sup>; paper bags to stop them in 2013**

Hindustan Times ► Jan 2, 2013 Pg 1

**Before the kick, sobering news on New Year's Eve**

Times of India ► Jan 2, 2013 Pg 4

**Bad News Bag to help traffic cops**

Sunday Guardian ► Jan 6, 2013 Pg 5

## ► Result

- A humble paper bag achieved what campaigns worth millions couldn't
- Instead of an expected 42% rise in drunk driving cases, the number of cases actually went down from 620 to 574
- Only one accident was reported on Delhi's roads
- Police Departments of neighbouring states expressed interest in carrying out the activity
- Delhi Police announced Phase II of the activity around the festival of Holi