



MONASH  
University



SIP S  FE

JAY CHIAT AWARDS 2019

CATEGORY: PRODUCT/SERVICE CREATION

# WHAT DO YOU DO WHEN YOU KNOW YOUR CLIENT HAS THE OPPORTUNITY TO MAKE A DIFFERENCE?



## DO YOU CHALLENGE THE BRIEF... OR DO YOU SAFELY STAY IN SCOPE?

When it came to Monash University's Sip Safe campaign – we pushed. Monash originally asked for a brochure to get prospective students to change their university preference to Monash. We said there was a better problem lurking in their question.

Our new goal was to find a way that best encapsulates Monash's role as change agents and caretakers. If we did our job well, we wouldn't have to tell prospective students why they should choose Monash: they'd get it. To do so, we tackled an issue that impacted their safety: drink spiking.


### **The results floored us.**

Sip Safe kicked off an ongoing program around university campuses – distributing over 6,000 wristbands and garnering international media attention.

Most importantly, in a Monash University survey: 89.5% of students had a greater awareness of drink safety after engaging with Sip Safe; and 78.9% could see themselves using the wristbands.

We're not naïve: drink spiking still very much exists.

But we wouldn't have had the opportunity to try make a difference if we didn't go looking for a better problem.



# IT STARTED WITH A SIMPLE TASK...

Our client, Monash University, wanted us to reach recently-graduated high school students at Schoolies – encouraging them to change their university preference to Monash.

For a bit of context, Schoolies refers to the Australian tradition of high-school graduates (i.e. "schoolies" or "leavers") having a week-long party following the end of their final exams – usually in the Gold Coast, Queensland.

Now most universities aim to have a presence at Schoolies – with the default style of advertising including branded merchandise, flyers and information sessions about courses. So the brief wasn't anything out of the ordinary.

However, as Schoolies coincides with turning 18 years old (the legal drinking age in Australia) – we were well-aware of the "festive" side of Schoolies.

**SO WE ASKED OURSELVES A SIMPLE QUESTION...**

***"When was the last time we were at a party and felt the urge to read a brochure?"***

Our answer was 100% the same as yours.

Having partnered with Monash for many years in bringing the university's roots of activism and driving impactful change to life in their advertising (e.g. [Question the Answers](#) and [Change It](#)) – we knew there was an opportunity to do something more in this space that would stay true to the heart of the brand and achieve the cut-through they were looking for.

And that was our response to the initial brief.



# WE NEEDED TO FIND A BETTER PROBLEM.

**Monash University is dedicated to making positive change in the real world.**

But this activism and innovation isn't driven purely by funding and research – at its core is a duty of care for the wellbeing of young people.

***Our new goal was to find a way that best encapsulates the duality of Monash's role as change agents and caretakers.***

We would use Schoolies as our arena for this act.

And if we did our job well, we wouldn't have to tell prospective students why they should change their university preference.

They'd get it.



# A PROBLEM IN NEED OF SOLVING.

Applying this brief to Schoolies, we knew there was a sinister side to the celebrations – particularly concerning the safety of young people straight out of high school.

There was no shortage of media coverage about the underbelly of drinking, sex, drugs and violence that often hit the headlines during these week-long parties. There are plenty of organisations tackling these issues. But rather than joining the chorus of safety messages and PSAs... was there a specific problem Monash could try to address?

Through the course of our research, we came across a few startling statistics that focussed our thinking towards a specific problem.

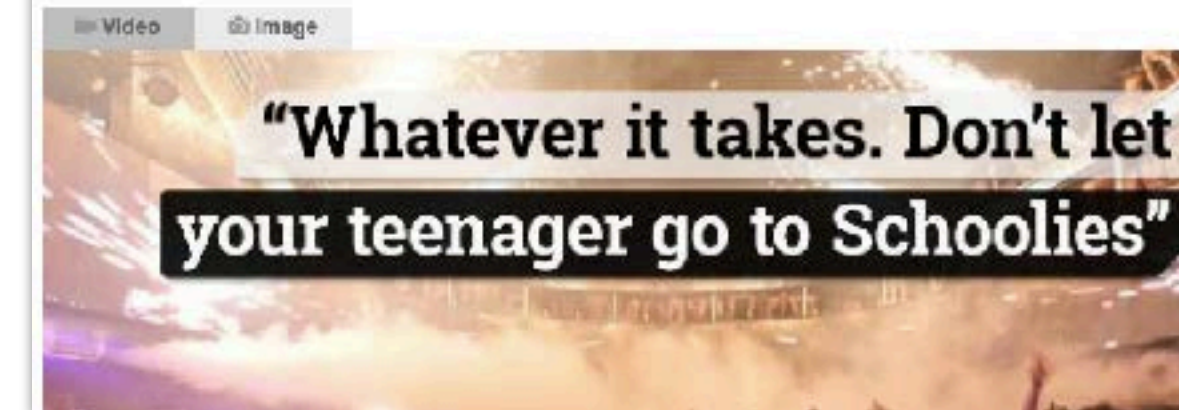
In a study conducted on drink spiking in Australia, the research found the following results over a 12-month period:

- ▶ Between 3,000 to 4,000 Australians had their drinks spiked.
- ▶ Two thirds of incidents occur in licensed premises.
- ▶ Approximately one third of incidences involved sexual assault.
- ▶ Of these instances, 4 out of 5 victims are female, and about half were under 24 years old.<sup>1</sup>

## What Schoolies are really up to away from the watchful eye of police and parents

They spend their nights screaming down streets and vomiting in gutters, but the real craziness happens when they get back to their rooms.

Natalie Wolfe @natwolfe94



## Six teens charged with drug offences at schoolies

By Jocelyn Garcia  
November 18, 2018 — 7:45pm

Facebook, Twitter, Email, Print, A+, A-

### TODAY'S TOP STORIES

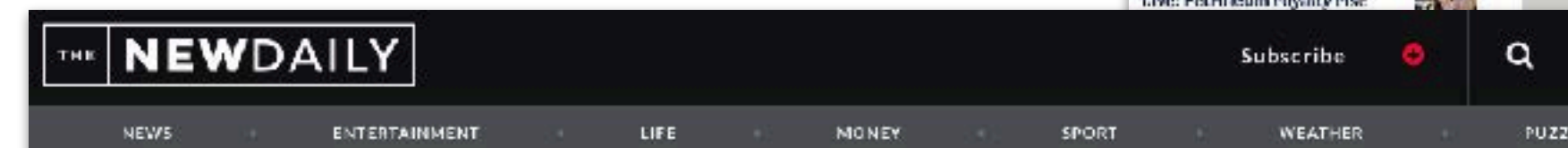
- QUEENSLAND BUDGET: Queensland budget: More tax and debt as state weathers economic storm 1 hour ago
- QUEENSLAND BUDGET: Live: Petroleum royalty rise

Six teenagers have been arrested on nine charges on the Gold Coast, with majority of the arrests relating to drug possession as schoolies week kicks off.

Other alleged offences made by some of the teenagers included public nuisance.

Thousands of school leavers officially began their schoolies celebrations on Saturday night around Surfers Paradise.

Police said the weather overnight did not see the number of schoolies in the hub decrease as the attendance was more than last year's count.



## Schoolies week kicks off with extreme violence



## Final schoolies night for Queensland students ends with 36 arrests

By Jocelyn Garcia  
November 24, 2018 — 9:22am

Facebook, Twitter, Email, Print, A+, A-

### TODAY'S TOP STORIES

- QUEENSLAND BUDGET: Queensland budget: More tax and debt as state weathers economic storm 1 hour ago
- QUEENSLAND BUDGET: Live: Petroleum royalty rise will 'put in jeopardy the thousands of jobs in regional Queensland' 1 hour ago
- QUEENSLAND BUDGET: Queensland budget's winners and losers 1 hour ago

Almost 20 teenagers have been arrested on the Gold Coast while celebrating their final night of schoolies, pushing past last year's final arrest tally.

Police arrested 18 male schoolies overnight on Friday, mostly for drug offences, while another 18 non-schoolies were arrested for offences, including public nuisance, obstructing police and contravening a requirement.



THE STRATEGIC BREAKTHROUGH

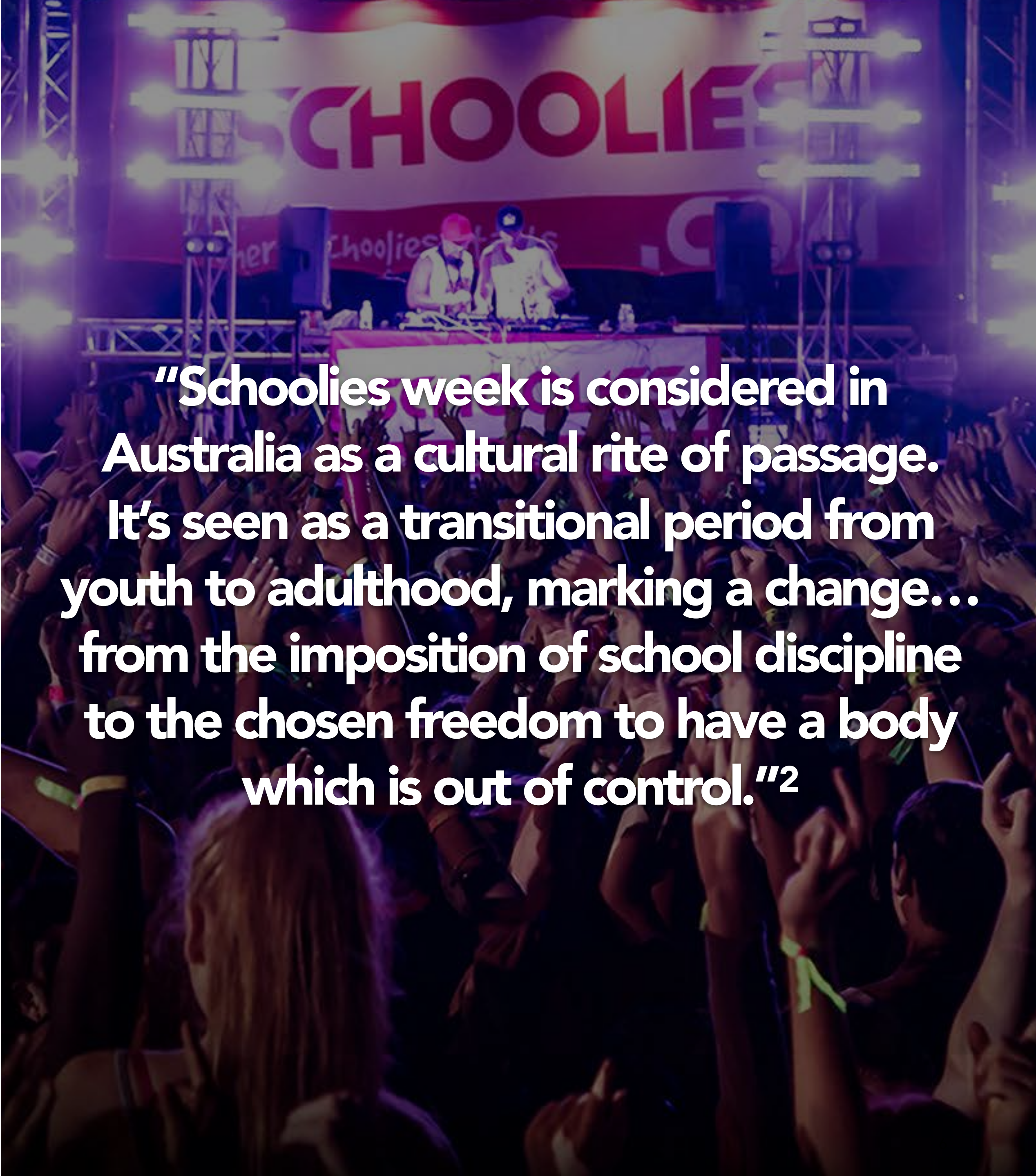


# GIVEN THESE STATISTICS, OUR MISSION FOUND ITS FOCUS.

Rather than address how Monash cares about its students in a broad manner, we would tackle an issue that directly impacts their immediate safety: drink spiking.

We explored various channels for communication, but the strategic breakthrough came from returning to our target audience and understanding what Schoolies symbolises in their lives.

Schoolies is a release from a lifetime of being “talked at” and told what to do. Young people finally had the opportunity to let their hair down and the last thing they wanted in the midst of their newly-minted independence is someone telling them what choices to make. But underneath it all, they still wanted an unspoken safety net.



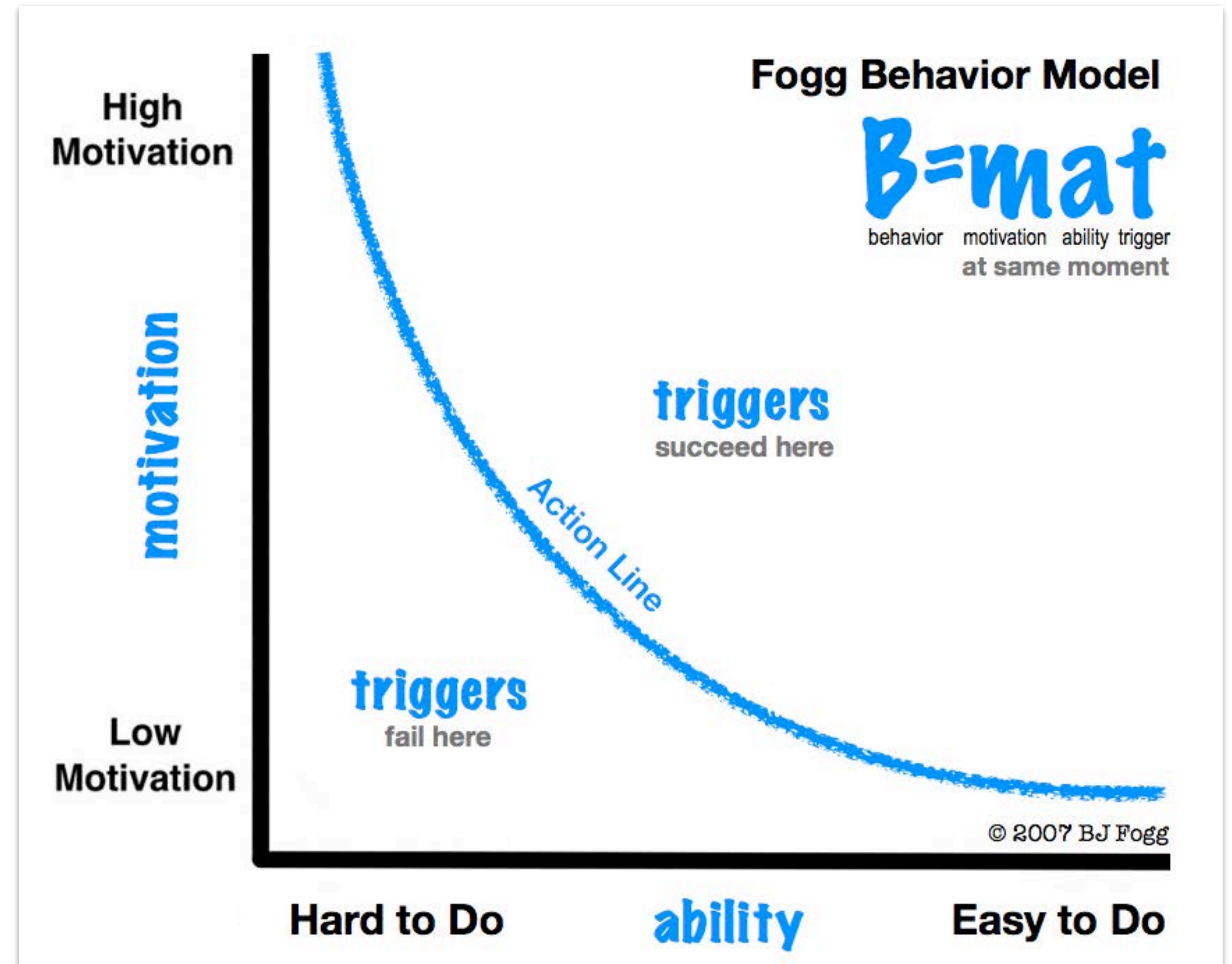
**“Schoolies week is considered in Australia as a cultural rite of passage. It’s seen as a transitional period from youth to adulthood, marking a change... from the imposition of school discipline to the chosen freedom to have a body which is out of control.”<sup>2</sup>**

# THE KEY WAS NOT WHAT WE SAID. IT WAS HOW WE WOULD SAY IT.

The objectives we set out to achieve were to instil young people with the ability to ensure their safety when socialising in various surroundings – with a key indicator of success being to see a change in awareness of drink safety by creating behavioural change at a key moment in life.

But the key restriction in communications regarding drink spiking is that it can happen anywhere that people socialise – making it incredibly unpredictable and immeasurable until it has happened to someone.

Knowing that behaviour change would be a tricky task, we turned to **B.J. Fogg's Behaviour Change Model**. The Fogg Behaviour Model shows that three elements must converge at the same moment for a behaviour to occur: Motivation, Ability, and a Prompt. When a behaviour does not occur, at least one of those three elements is missing.

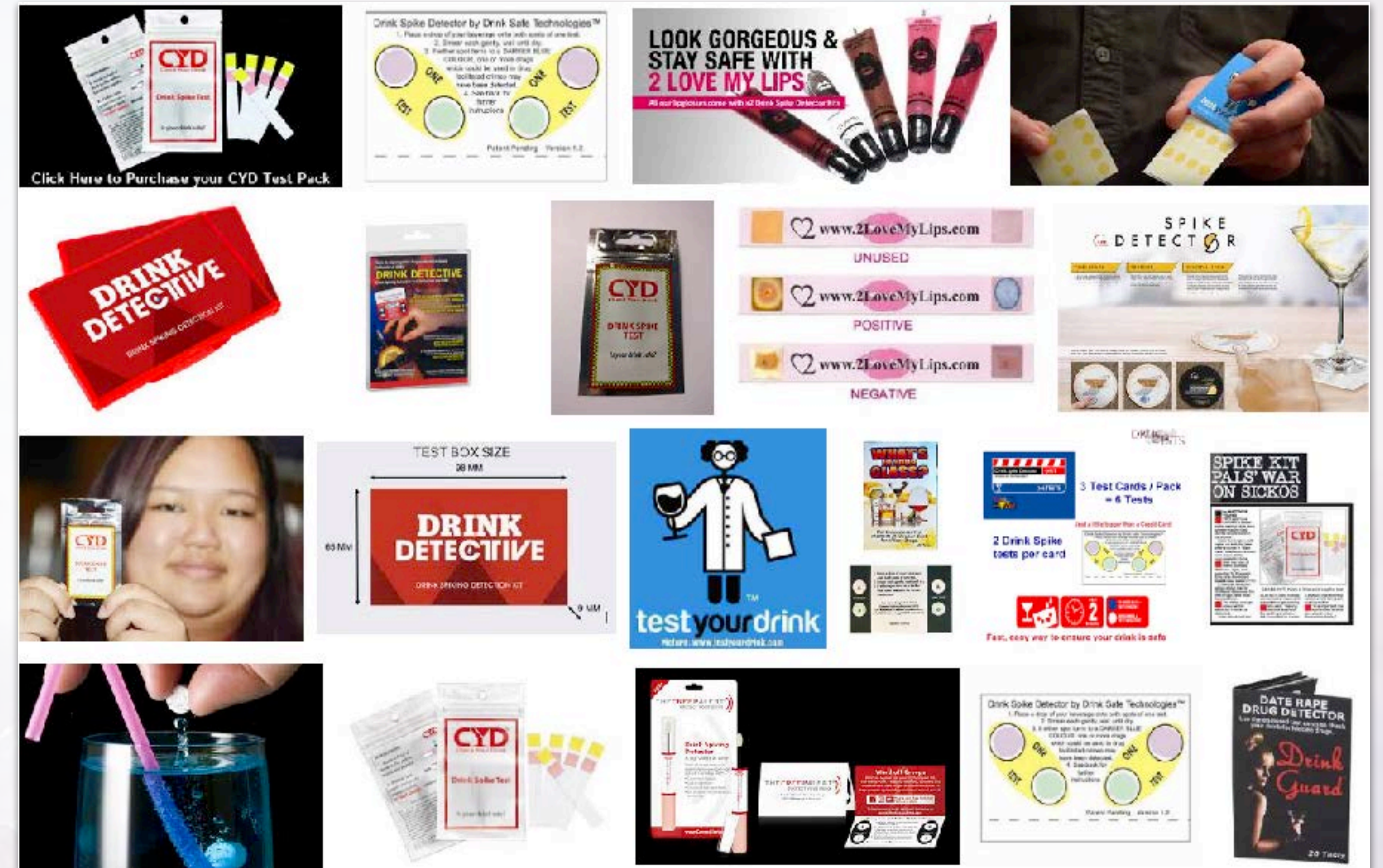


# HOW DO WE CHANGE BEHAVIOUR AT A TIME WHEN YOUNG PEOPLE ARE BEING EXPOSED TO NEW ENVIRONMENTS AND SOCIAL DYNAMICS?

We needed a creative solution that would make them aware of the issue (**motivation**); present an achievable course of action to reduce risk and be vigilant (**ability**); and seamlessly fit into their immediate environment to trigger the action (**prompt**).

We started by looking at existing methods of drink testing. But nothing really seemed like the right behavioural fit. There were things that didn't actually exist like the drink testing nail polish, cups and straws; or older products that were cumbersome or unavailable in Australia, such as a drink testing coaster.

Finally, we looked at the Schoolies environment for inspiration on what might work. After observing that young people are accustomed to wearing wristbands at festivals and other events, we found a perfect canvas to demonstrate how Monash could drive positive change in the world through the unlikely of mediums.

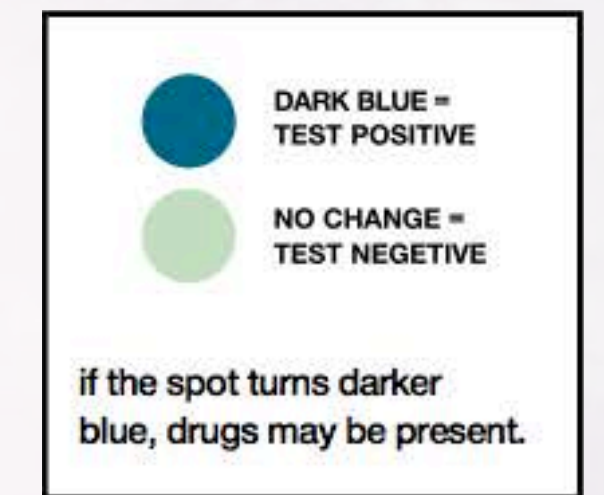
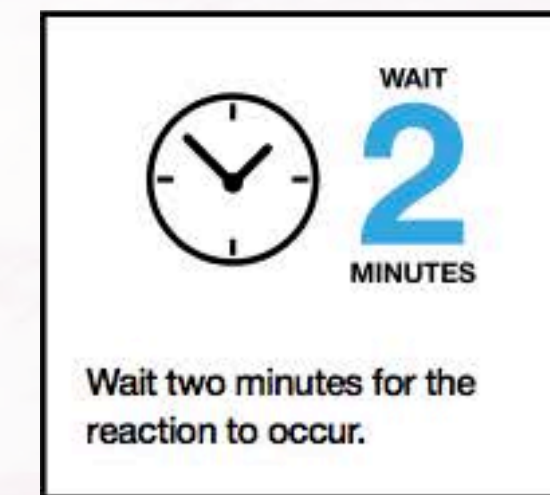
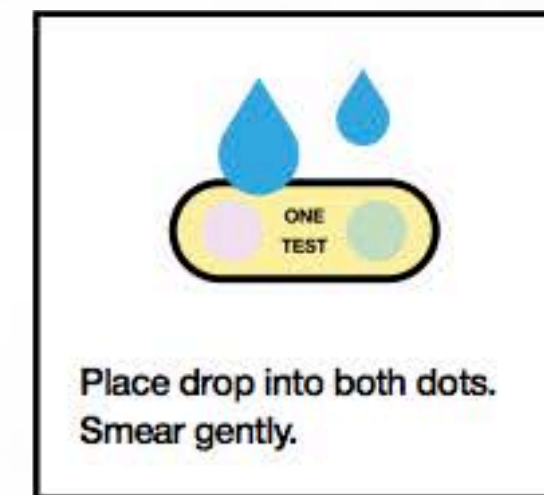
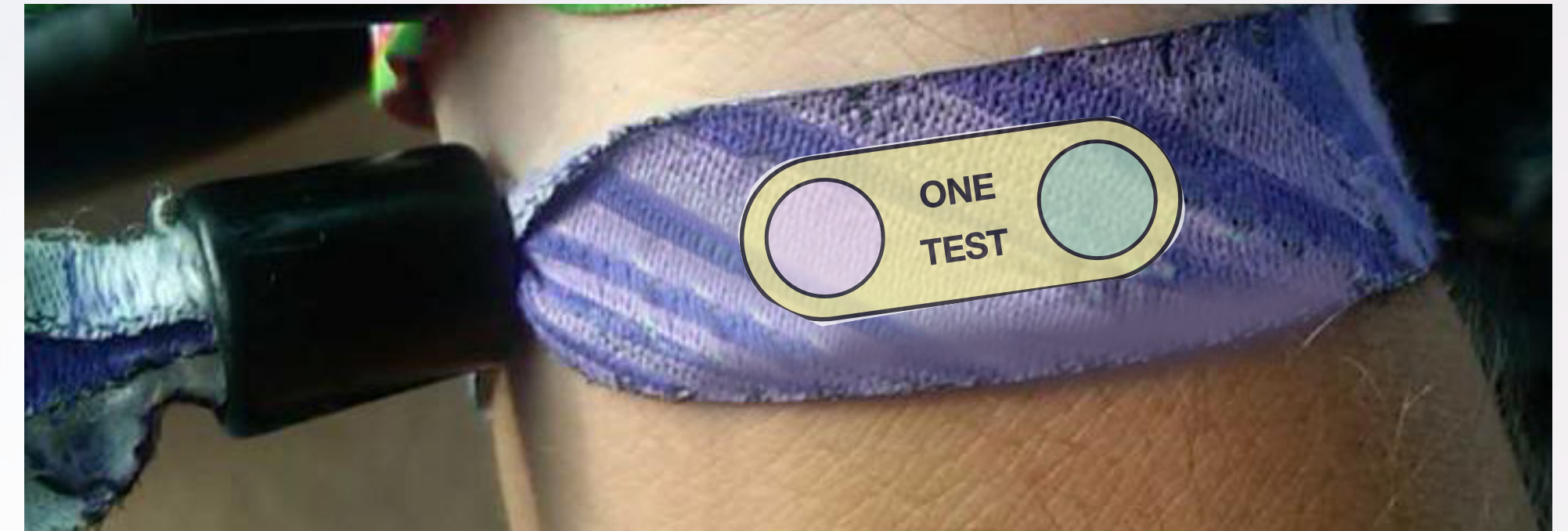




# IN THE ABSENCE OF THE RIGHT SOLUTION, WE WENT AHEAD AND MADE ONE.

We connected with the creator of the coaster test, Drink Safe Tech in Tallahassee, Florida USA, and came to a manufacturing agreement, and design criteria that ticked the "B=MAT" boxes of our behaviour change model (Mr. Fogg would've been proud!)

After several false starts and tests, the wristband prototype was finalised, and designed and manufactured by Drink Safe Tech, solely for Monash University. By taking the technology behind the drink test coaster and integrating it into a festival attendance wristband: we created the Sip Safe wristband.



## THE CREATIVE IDEA

# SIP SAFE

The Sip Safe wristband was created to fit seamlessly into a youth environment, and – with a recognisable test design – simply wearing the Sip Safe wristband would provide a visual deterrent to any would-be drink spiker. Most importantly the ability to test your own drink empowers people with the freedom to manage their own risk as they see fit.

Functionally, the wristband is a strip of PH neutral paper that has been treated with chemical reagents in two specific areas. The wearer simply puts a drop of their drink onto two spots on the wristband and in a short amount of time it will react to the presence of one of two drugs commonly used in drink spiking – ketamine and GHB.

The design of the wristband can also incorporate the logos of any brand, nightclub or festival to gain greater traction and uptake in a youth environment.



# THE RESULTS WERE NOTHING SHORT OF REMARKABLE.



In the space of six months, we launched a product to some of the most vulnerable young people; begun an ongoing program around university campuses where more than 6,000 wristbands have been distributed; and garnered international media attention.

**Most importantly, in a Monash University survey:**

- ▶ 89.5% of students had a greater awareness of drink safety after engaging with Sip Safe.
- ▶ 31.6 % knew of people who've had their drink spiked.
- ▶ 78.9% could see themselves or their friends using the wristbands.

To date, the Sip Safe wristband has been registered for a trademark and the [website](#) has received order enquiries from 27 countries. With this shift in scale, the product developed with Monash University now has the potential to do more good in harm minimisation and issue awareness for young people across the globe.

We're not sure where it'll go from here.

But it sure beats the hell out of a brochure.



# THANK YOU

## END NOTES

1. National Project on Drink Spiking: Investigating the nature and extent of drink spiking in Australia (Australian Institute of Criminology, Nov 2004)
2. Embodied Geographies: Space, bodies and rites of passage – "Schoolies Week as a Rite of Passage: A study of celebration and control" (Elizabeth Kenworthy, 1999)