

# **On the Line Campaign**

A statewide campaign to curb drunk driving... reminding young drivers that it's no routine stop. You go through hell. Then you might get arrested. The goal of the campaign was to put drivers right in a field sobriety test so they can really feel what's on the line. We leveraged the line in community activations like signage and displays during the Travelers Golf Championship, including a line run you could try to walk with "drunk goggles" on.