

Consequences

Puts you in the shoes of a drink driver

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Issue – Drink Driving

- Research informed that there had been an increase in drink driving in Ireland.
- A legacy of historical anti-drink driving advertising had reduced the behaviour.
- New cohort of **younger people**, who were never exposed to it were drinking and driving anew.



Issue – Drink Driving

- The consequences of drink driving are abstract to people that have never felt them.
- It's hard to imagine:
 - Losing your licence
 - Ending up in prison
 - Killing someone
 - Being left with permanent disabilities

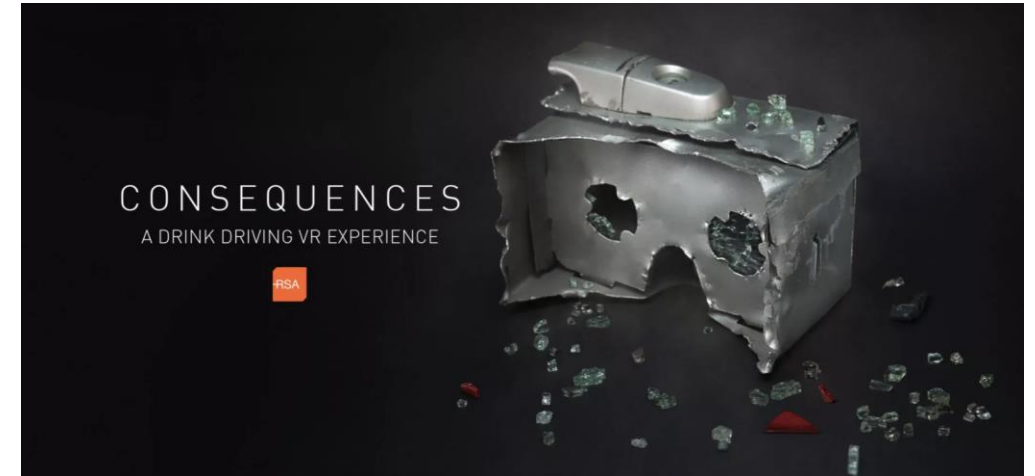
We can logically understand them, but we don't feel them.



The Solution

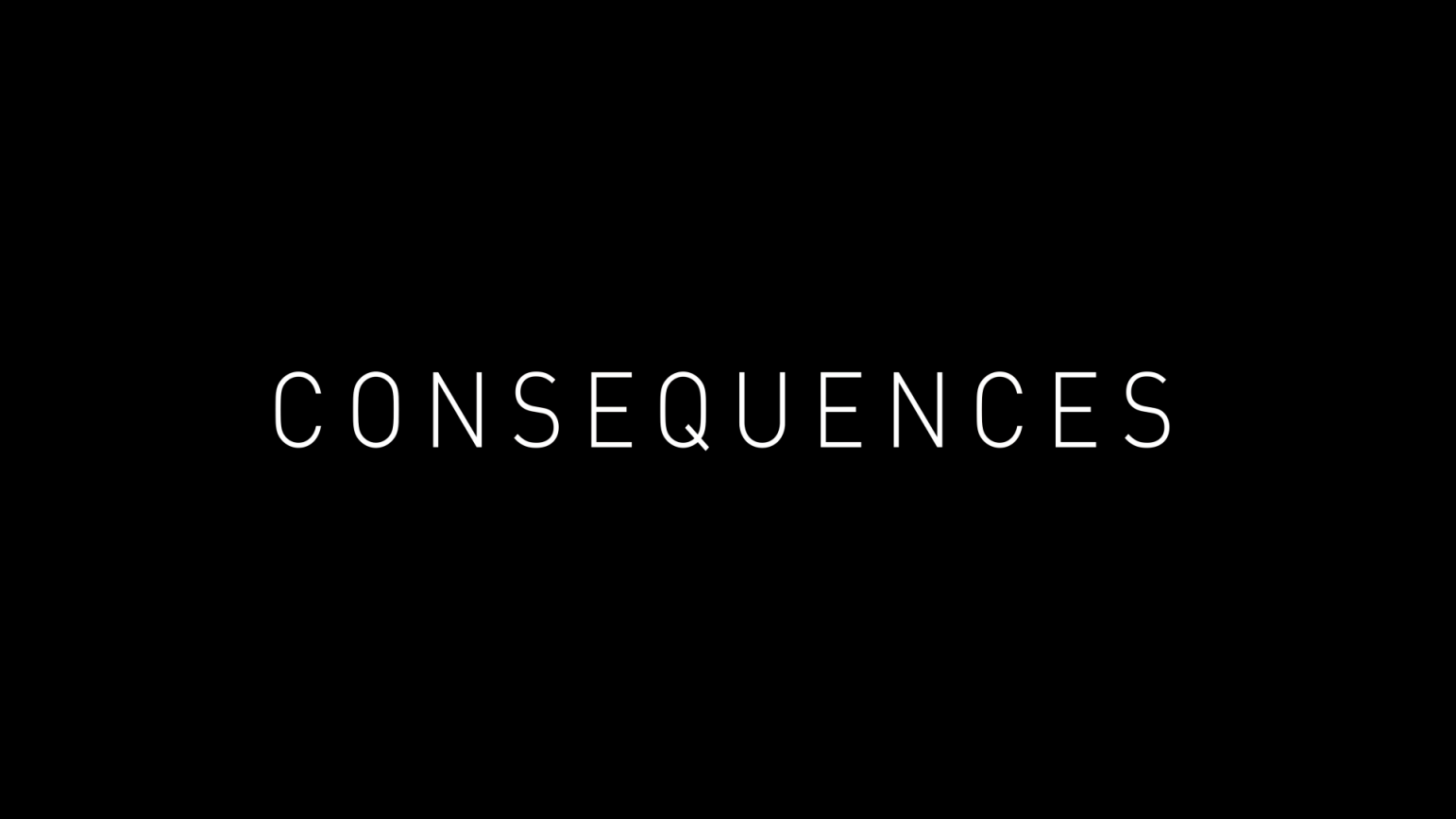
RSA

- For the first time, using Virtual Reality, we could create a shocking and deeply resonant immersive experience and make these consequences feel real.
- With “Consequences”, we used innovative new technology to immerse the target audience in an experience to make them feel, think and behave differently.
- Employing a 360° video camera technique, “Consequences” thrust the user into an immersive environment, one unlike anything most would have experienced through the medium before, and one which puts the user front and centre of a devastating journey, one which was created with the intention to linger and last with the user long after they have taken the headset off.
- We wanted the experience to feel real and make it more engaging and memorable.





Clip of Consequences



Delivery of Consequences

This unique VR experience is delivered at scale using smartphone technology and Virtual Reality headsets.

- RSA roadshow shuttle visits
 - schools
 - colleges
 - festivals
 - National events
 - community events
 - companies




Feedback from Young Male Participants

- *“I wish I had experienced this before I lost my license”: Recovering alcoholic at a college demo of the virtual reality experience. Afterwards, he took several of the Google Cardboard versions to his local AA meeting.”*
- *“The virtual reality was a real highlight. Many commented on how they felt like they were in a real event but also found that they felt they were living through the event.”*
- *“I did the VR with alcohol impairment. It was very realistic and as you were losing control of the vehicle you could feel your stomach turning. It was quiet frightening. I have a personal experience being in a car accident when I was the driver and crashing on wet roads and I can tell you the VR simulators are very similar to the real thing.”*



CONSEQUENCES

A DRINK DRIVING EXPERIENCE 

“Brings awareness-raising
to a new level”

THE IRISH TIMES

“Unnervingly realistic”


DIRECTORY
INNOVATIONS IN COMMUNICATIONS

“Amazingly lifelike.”

Independent.ie 



 Available on
oculus

LIVE NOW ON THE
RSA SHUTTLE 



Consequences

Consequences VR Movie 1 – Serious Injury



<https://www.youtube.com/watch?v=FFypOLOwJdU>

Consequences VR Movie 2 - Court Scene



<https://www.youtube.com/watch?app=desktop&v=Rr3v-rGU3RQ>





Thank you

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