MOTHERS AGAINST DRUNK DRIVING: A NEW DAY

Kimberly Earle, CEO
Founded by a mother who lost her daughter in a crash, Mothers Against Drunk Driving® (MADD) is the nation’s largest nonprofit working to protect families from drunk driving and underage drinking. MADD also supports drunk driving victims and survivors — serving one person every 10 minutes — at no charge. To learn more about MADD, visit www.madd.org or call 1-800-GET-MADD. For victims/survivors, call 1-877-MADD-HELP.
MADD BRAND REFRESH

• Advance our mission
• Leverage our existing positive traits
• Make MADD more up-to-date
• Use new look and feel to signal broader change
• Broaden the public’s understanding about who MADD is
• Unify all logos to create brand family
• Align and engage MADD volunteers and staff
• Appeal to younger and more diverse audiences
• Inspire existing partners and donors
THE PROCESS

Review → Research

Retool → Relaunch
THE MADD COWBOY

Love in Bloom at the Spring Prom!

This’ gonna be the coolest couple
doing the most at Riverdale High!

Not only is Dallas Cowboy tight end
Jason Witten speaking at today’s
assembly, but tomorrow’s the
spring prom!

I think you boys
will make sure
to attend the
football
player’s prom!

Cowboy
Witten
and
Prom!

You’ll forget all about
football when you see my
dress, Archers.

You’re gonna
be the hit of
the pre-prom
party and the
prom, warm.

That just
this prom,
Archers.

Parents, it really is
your influence that
makes a difference
and you guys—give your
folks a break. Start
talking! And here’s to
an alcohol-free prom!
Know it’ll
be great.
A National Day to Start Talking About Kids and Alcohol
April 21, 2011

Visit madd.org/powertalk21

Find a PowerTalk 21 event near you
MADD and the NFL
PROGRAM PARTNERS
Alcohol detection devices could be option on new cars

By Jayne O’Donnell, USA TODAY

Proposed federal funding for alcohol detection devices could make them available as a new car option within 10 years, but some hope — and others fret — it will speed installation in every car.

“What we’d like to see is it used as much as possible,” says Laura Dean-Mooney, national president of Mothers Against Drunk Driving (MADD). Although she doesn’t think the devices, which stop drunken drivers from starting their cars, will ever be mandatory, she says the devices could solve the problem.
WHAT IS DIFFERENT

What’s New
• Logo
• Voice
• Culture statement
• Sub brands
• Brand system
• New creative

What’s Not
• Name
• Mission
• Vision
• Focus
• Passion

APRIL 12 – BRAND LAUNCH
THANK YOU!