

# THE CHANGING BEER COASTER



**Hold the arrow behind  
your drink to see how alcohol  
changes perceptions.**

At .05 your chance of crashing doubles.



## PROBLEM

Most people don't realize that being over the legal drinking limit (0.05) by even just a small amount i.e. two drinks in, can impair your judgment when driving.

## SOLUTION

Through the creation of experiential road safety coasters, we demonstrate how easily alcohol can impair your judgment.

## ACTIVATION

When a pint of beer is placed over the coaster, the road safety arrow illustrated on them is flipped in front of the viewer's eyes (due to the concave refraction of light). And so, activating the conversation around how road signs might be misinterpreted when you're over the legal drinking limit.