



**endwi**  
**Summer 2025**

**NMDOT’s new summer campaign uses humor to expose risky driving behavior.**

Are you serious? That’s the funny catchphrase in the new ENDWI campaign launching this summer, urging people not to drink and drive. Using sharp humor and improv-style skits to call out risky driving, two charismatic hosts break down dangerous driving behaviors like seasoned commentators. Everyone has an opinion on other people’s driving. These spots flip the script and invite the audience to see themselves in the bad behavior being ridiculed. The campaign extends to other safe driving initiatives such as distracted driving and pedestrian safety.



**The NMDOT’s new summer campaign is supported by multiple tactics.**

Broadcast Television



The Summer Campaign TV spots, produced in both English and Spanish, emphasize the importance of not drinking and driving and always designating a driver.



Are You Serious? English :30



¿En Serio? Spanish :30



Over-the-Top and Pre-Roll :15

Radio



English



Spanish

Social Videos



The campaign extends to social media with posts and video pre-roll across platforms including Facebook, Instagram, YouTube, Threads, and Bluesky. Short-form videos will be tailored for younger audiences familiar with the format, boosting engagement and generating earned media.

Out-of-Home



An integral part of the campaign is the placement of billboards along the highways in New Mexico, a logical way to reach drivers.



Digital



Animated and static digital ads reinforce the same graphics and messaging used for out-of-home, heightening the presence of the campaign. Digital advertising allows the opportunity for accurate targeting, reaching the desired audience.



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**Contact:** **Kristine Mihelcic**  
Communications Director NMDOT  
Cell: (505) 469-8243  
[kristine.mihelcic@dot.nm.gov](mailto:kristine.mihelcic@dot.nm.gov)