Category: Public Sector Campaign

Company: Smarts Communicate and Scottish Government Marketing

Entry title: Stop speeding before speeding stops you

Brief and objectives:
Every 11 minutes, someone is stopped for speeding in Scotland. This stark reality was at the forefront of a fully integrated campaign to tackle speeding and protect vulnerable road users (VRUs) with a clear message: In Town, Slow Down. TV and radio adverts followed a series of scenarios as drivers from all walks of life – mums on the school run, people travelling to work – are stopped by police FOR speeding, every 11 minutes. The advert ends with a cyclist being treated in an ambulance with the strapline: ‘Sometimes, they’re stopped BY speeding.

Aimed at all road users in Scotland (drivers, cyclists and pedestrians) and focusing on three key themes - speed, consideration, and consequences - the PR campaign aimed to unite people and create a greater sense of shared responsibility on our roads.

Objectives:
- Increase the number of drivers in Scotland who reduce their speed below the speed limit by 2% (from 58%)
- Increase the number of drivers who pay more attention to ‘people on bikes’ and pedestrians by 2% (from 38%)
- Increase awareness amongst urban drivers of the consequences of being caught speeding (penalty points and harming a VRU).

Rationale behind campaign, including research and planning:
Research shows that urban city drivers in Scotland persistently exceed speed limit (30mph/20mph). For many this is simply the norm and few people believe there will be any consequences.

In reality:
- Almost all (96%) of accidents involving pedestrians happen in built-up areas
- Less than half of drivers (47%) look out for pedestrians at junctions, yet 52% of pedestrian casualties occur at junctions

- More people are killed or seriously injured on built up roads, compared to non-built up roads

- In 2016, there were 1,633 pedestrian casualties and 789 pedal casualties, including eight pedal fatalities*

- The minimum fine for speeding is £100, three penalty points and a potential loss of licence (12 or more points over three years). New drivers only need six points to lose their licence in the first two years of driving.

These compelling facts shaped our PR strategy, the key themes of speed, consideration and consequences and formed our key campaign messages across traditional, social and digital channels.

*Key Reported Road Casualties Scotland 2016

**Strategy and tactics, including creativity and innovation:**
All road users in Scotland (motorists, pedestrians and cyclists), is an incredibly broad audience, all with differing, strong and vocal opinions on best practice and sharing the road. Therefore we had to think wider than traditional media relations and adopted a multi-channelled approach, leveraging stakeholders and wide reaching partnerships to maximise key message delivery.

The PR strategy focused on the three themes; speed, consideration and consequences and placed vulnerable road users at the heart of the campaign, using their voices to raise awareness of our campaign messages. From the outset we reached out to key stakeholder groups including Cycling Scotland and Living Streets, to publicly support the campaign and join together to encourage people to slow down and consider the consequences of their actions.

Through a continual drumbeat of noise, we reminded drivers to reassess their driving behaviour.

Our plans focused on:
- Creating a stand out launch with a creative photocall and research-led press release
- Driving effective stakeholder engagement
- Fostering high-value partnerships
- Underpinning the campaign messages via an engaging social media campaign.

**Implementation of tactics:**
The integrated campaign ran for four weeks (February – March 2018) across multiple
channels including TV, radio and digital advertising (Leith), outdoor advertising including petrol nozzles and bus backs (Republic of Media), digital (The Gate) and PR and social media (Smarts Communicate).

We:

- Commissioned omnibus research to create a national news angle
- Issued a stats led press release highlighting that over a third of Scots rush to work and take risks which they believe are consequence free e.g. jumping amber lights and travelling over the speed limit
- Secured support from key VRU groups including Cycling Scotland and Living Streets (quoted in press release) who reinforced the ‘shared responsibility’ message
- Communicated the ‘consequences’ and enforcement message with a hard hitting quote from Police Scotland
- Conducted creative launch photography on a city centre car park rooftop highlighting the ‘shared responsibility’ message, with all road users represented in a compelling way
- Designed a stakeholder toolkit with key messages, content suggestions and downloadable assets, which was issued ahead of the campaign to target stakeholders and partners
- Underpinned the campaign with engaging content across the Road Safety Scotland social media channels (Facebook and Twitter), creating shareable assets e.g. infographics, vox pop films of VRUs, key campaign facts and figures
- Forged high value partnerships with companies such as Uber Eats who published a safety blog for its delivery cyclists, Bike for Good, Stagecoach and Arnold Clark who shared our key messages with their engaged followers.

**Measurement and evaluation:**
Against objectives*

- Increase the number of drivers in Scotland who reduce their speed below the speed limit by 2% (from 58%). Result: 62%
- Increase the number of drivers who pay more attention to ‘people on bikes’ and pedestrians by 2% (from 38%). Result: 50%
- Increase awareness amongst urban drivers of the consequences of being caught speeding (penalty points and harming a VRU). Result: 16% of drivers are aware of the enforcement consequences of being stopped for speeding and 28% of drivers are aware of the wider consequences; harming a VRU (5% increase).

*Kantar TNS (May 2018)

Highlights:
• 55 pieces of media coverage generated UK wide at launch. Highlights include: Daily Mail Online, BBC Reporting Scotland (TV), Press and Journal, Scottish Sun and STV Online
• Additional 53 pieces of local press platform coverage post launch
• 92% of national coverage used spokesperson quote (Police Scotland, Living Streets and Cycling Scotland)
• 98% of coverage used Ministerial quote
• 87% of launch coverage used launch photography
• Organic social media reach - 280,971
• Average Facebook engagement 3.68% and Twitter 1.34%
• 27 pieces of supporting content posted from stakeholders such as: Uber Eats, Stagecoach, Living Streets, Cycling Scotland, Bike for Good. Reach of additional networks: 1.6 million+.

**Budget and cost effectiveness:**
The cost of road death in Scotland is estimated at £1.8million.

On a budget of £15,000, PR was instrumental in generating engagement and awareness of the In Town, Slow Down message, with potentially life saving results. Encouragingly, latest figures (13.06.18) highlight that the number of pedestrians seriously injured decreased from 399 to 370 between 2016 and 2017 and three fewer pedal cyclists were killed than in 2016.

This campaign clearly communicated that all road users have a shared responsibility on Scotland’s roads, encouraged drivers to reduce their speed and effectively lays the foundations for future campaigns targeted at our most vulnerable road users.