



Category: Integrated Campaign

Company: DTW

Entry title: RSGB NE - Look out for each other

Brief and objectives:

DTW was commissioned by Road Safety Great Britain North East (RSGB NE) to raise the profile of road safety in the region and help educate the public through a series of mini-campaigns.

RSGB NE is made up of road safety officers from 12 north east local authorities, joined by the emergency services. They combine experience, knowledge and resources to educate road-users, change bad habits and lower the accident/incident rate.

Our brief was to devise a series of short campaigns that would be used by all partners across the North East region to target key road-user groups most at risk of injury.

Each campaign would be different, but would sit under an umbrella strapline of Look Out for Each Other.

RSGB NE does not set annual targets of, e.g. a 7% reduction in road casualties, because every year casualty and accident figures fluctuate. The weather, sporting events and national holidays all play a part in their rise and fall. It does, however, analyse figures over a five-year period to monitor changes in behaviour and accident rates.

The campaigns aimed to:

- Help contribute to a reduction in casualties over a five-year period
- Raise awareness of road safety and give advice on changing road-user behaviour
- Position RSGB NE as road safety's leading voice in the region
- Obtain positive and high profile media coverage across the region – with a target of 75 pieces of coverage and 90% positive sentiment
- A minimum of one key message to be used across every piece of media coverage

Rationale behind campaign, including research and planning:

We studied trends and figures from 2011 to 2015 to identify the most vulnerable road-user groups and look at common causes.

This was critical in enabling us to focus on the key issues that would help save lives.

We plotted a two-year schedule of campaigns, which were timed for maximum impact at key times of the year. The first-year campaigns were:

- Drink/drug drivers during Euro 2016
- Young drivers
- Pedestrians
- Drink/drug drivers over Christmas/New year
- Distracted drivers

Strategy and tactics, including the roles of various integrated activities, creativity and innovation:

Our strategy was to engage with key audiences across the region for each campaign, using an integrated PR and social media campaign backed by bespoke elements for each target audience. Partner channels (web, email, social media, print) were also heavily used to spread the message.

Our approach was to positively educate and bring about behaviour change, and to focus on the human impact of road safety by telling compelling stories through case studies, backed up by local accident statistics that would engage our audiences right across the region.

We produced a series of graphics for use on social media, the website and in the reception areas of colleges, local authorities and emergency services, which generate engagement and communicated messages to illustrate risks, stats and trends.

These creative solutions that engaged the target audience. For example, a short animation was produced as part of the Young Driver campaign, which highlighted the ‘fatal four’ causes of accidents, including distraction, drink/drug driving, speeding and risk-taking.

Implementation of tactics:

Each campaign was prepared in advance, rolled out and evaluated. They were timed to maximise impact on the target audience, focus on the key issues and maximise use of the budget.

Drink/Drug Driving – June 2016

As Euro 2016 was at the heart of this campaign, we obtained the support of the region’s major football clubs to help spread our messages. We produced a series of downloadable materials for use during the tournament, which also gave advice and tips on avoiding drink/drug driving. They included a wall planner, score predictor and sweepstake.

Young Drivers – September 2016

Young people can feel invincible and have little regard for their own safety, so we chose to focus on the impact accidents can have on friends and loved ones. We were supported by the family of deceased accident victim Jordan Dowson and launched the campaign among students at Middlesbrough College. We used an animation and z-cards to drive engagement.

Pedestrian – November 2016

In the weeks leading up to Christmas, pedestrian road accidents increase as the clocks go back and the nights get darker. Children are a high risk group. We focused our campaign on children, gaining support and input from schools and highlighting the road safety workshops that road safety officers deliver to schools.

Drink/Drug Driving – December/January 2016/17

We gained support from a family who had lost their teenage son/brother just months earlier in an accident where the driver had been drinking and taking drugs, and where the

deceased, James Docherty, had not been wearing a seatbelt. The campaign was launched at Newcastle College.

Distracted Drivers – March 2017

We launched the Distracted Drivers campaign to coincide with the unveiling of new legislation that has resulted in tougher sanctions for mobile phone use whilst driving. We used a series of graphics, stats and trends to illustrate the dangers of being distracted behind the wheel.

Measurement and evaluation:

The campaigns had:

- a total combined media reach of 13.3 million people
- 142 separate pieces of coverage with 100% positive coverage (exceeding target)
- 100% of coverage using at least one key campaign message (meeting target)
- over 90,000 animation views across social media and Sky AdSmart
- 314,231 impressions with 10,087 engagements on Facebook
- 363,176 impressions with 2,681 engagements on Twitter
- 5,067 clicks to downloadable materials during Euros 2016 campaign

Paul Watson, Chairman of RSGB NE, said:

“DTW has the ability to take stats, facts and figures and create compelling and engaging road safety campaigns that have not only educated and brought about road-user behavioural change, but have also raised the profile of road safety and have hooked the media. Journalists now come to us as the voice of road safety, which is tremendous.”

Budget and cost effectiveness:

At this stage it is not possible to evaluate overall cost-effectiveness yet as this is measured over a five-year period.

However, the levels of engagement and quality and extent of media coverage, client feedback, partner buy-in, and the platform this has created for the Look Out for Each Other brand, demonstrates an excellent use of budget and value for money.