

CASE STUDY

CITY OF YORK COUNCIL

ROAD SAFETY
AWARENESS





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City of York Council // Road Safety Awareness



“ This is a very hard message to get across in a way in which the audience will take it to heart, so the fact that this campaign spoke to them on their own terms was a definite winner for us. The real measure of the success of ‘made you look’ will be a reduction in road accidents in the City of York, the other elements are harder to measure but the consistency of the identity and the coverage achieved, we’re sure has made an impact already.”

Steve Hutchinson, City of York Council

Objective
Awareness

Channels
Social Networking,
Digital, Word of mouth,
Press, Ambient,
Guerilla

Sector
Public Sector

Objective

City of York Council wanted a road safety campaign that would reach and affect behaviour within the traditionally hard-to-reach 14-25 year old audience.

Branding

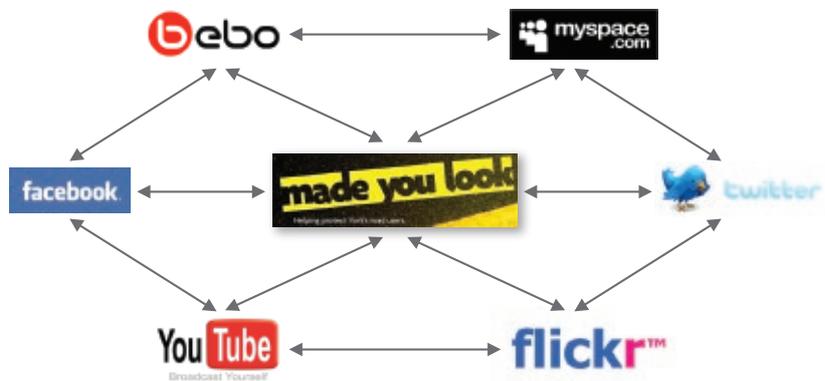
Creating a relevant campaign identity was essential to achieve impact and audience acceptance. Our theme ‘made you look’ is derived from a DfT report which identified ‘failed to look properly’ as the key contributory factor in road accidents. By tagging ‘tv’ onto the identity we have given a clear reference to our use of the digital channel and website as the hub of our activity.

Social Network and Digital Marketing

14-25 year olds live an increasingly digital life. So, all campaign activity is focused on the interactive website www.madeyoulook.tv
Targeted and segmented Pay Per Click ads on sites such as Google drive traffic to the website which is linked to online social networking groups including FaceBook and MySpace.



‘The city actively discourages use of street furniture or any other ‘clutter.’ To still achieve impact for the campaign, we had to apply some fresh thinking.’



The site includes images and videos of promotions and stunts used in the campaign, plus relevant content on road safety with links to Government messages and humorous videos on the same theme. Our audience add their own images and videos, they can tag themselves too which helps to spread our campaign message.

Podcast

The site hosts a podcast which carries road safety messages sandwiched between songs performed by local bands. The bands provide their music for free in exchange for a link to their own promotional sites. These sites then give a returning link to the main madeyoulook.tv site.

The podcast is also distributed offline to Youth Clubs and other groups around York, via downloads as well as on CD.

Advertising

The City of York doesn't allow poster sites and actively discourages use of street furniture or any other 'clutter.' We found tactics which work around these restrictions. These include jet-washing the branding onto pavements, tying flowers carrying the campaign theme to railings and lampposts in key places around the city, mock headstones in student areas plus surprise 'parking tickets' containing 'made you look' literature.

Additionally, more traditional support includes washroom mirror decals, bus, cinema and local press advertising.



‘The podcast is distributed to Youth Clubs and other groups around York, via downloads as well as on CD.’

519%

increased website traffic during main event/ promotion period

60%

of website access was direct via url, demonstrating memorability and effectiveness of the campaign

Promotion and Events

To launch the campaign; promotional staff dressed in fluorescent cat-suits on the street, interacted with the audience and handed out fluorescent wristbands carrying the web address.

Photographs were also taken and uploaded to the social network groups. Ongoing events at York nightclubs employ similar tactics, taking the message directly to the audience in a place where they are comfortable and receptive.

Conclusion

‘made you look’ continues to be a success because City of York Council approved a media and creative strategy which is strongly aligned with the target audience. The wide use of guerilla tactics, band nights and events, tied in with social networking sites and digital direct marketing ensured the message of road safety in the City of York was communicated effectively to an audience that’s usually hard to find and reluctant to listen.

How our **P³ insights** was applied

14- 25 year olds are a particularly difficult audience to reach and interact with - let alone convince them about road safety awareness.

We knew that we had to get to them, ‘under the radar’. That meant using channels they were already engaged with - mainly social networking sites including Facebook and MySpace.

These linked back to our ‘made you look’ website. Which carried interesting and interactive content as well as road safety messages.

The result - Integrated activity that our audience were happy to engage with, all backed up by a powerful message to affect their behaviour.

To find out how P3 Insights could reveal true insight and uncover new opportunity for your business please telephone **Ruari Kirwan** or **Cliff Walton** on **0113 234 1788** or email **discover@dr-agency.com**