

CASE STUDY

WEST OF ENGLAND
ROAD SAFETY PARTNERSHIP
PHASE 2





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West of England Road Safety Partnership – Phase 2



Objective
Awareness

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

Sector
Public Sector

The four unitary local authorities that make up the West of England Road Safety Partnership (WoERSP) - Bath & North East Somerset Council, Bristol City Council, North Somerset Council and South Gloucestershire Council – originally awarded us their road safety work in 2010 with the objective to create an effective and engaging intervention focused on the region's large student population. It was due to the impact, success and positive response to this initial project that we were asked to revisit and evolve the activity in 2011, on which this Case Study focuses.

Our Phase 1 intervention had the core requirement to create an identity to support tactics that (a) could deliver a message under the radar, (b) not resort to the traditional road safety method of shock and distress and (c) was flexible enough to extend to lend themselves to other issues within the Partnership's remit. For details please refer to the Phase 1 Case Study

Phase 2's overriding strategic objective was to take it on to the next stage. Our campaign ambassador Mr Lumo and the memorable URL – madeulook.tv – were to remain, but now less as the focus of the activity and more as a supporting tactic on new initiatives designed to reach deeper and address issues more directly than those of its predecessor.

Also, instead of the year-long exposure and presence of Phase 1, these new interventions were to be hot-housed over February to April and extend beyond the campuses and colleges and into all 16-25-year-olds in the region.

MADE U LOOK

We tackled five diverse road issues



Driving too close



Driving at speed or inappropriately



Failure to look



Distractions



Blind spots

The following key objectives remained:

- To develop a high-profile and interactive creative solution to use behavioural change to drive down the number of road casualties in the four unitary authority areas
- To engage with a typically hard-to-reach audience in an impactful and engaging method that avoided the typical 'shock' methods of usual road safety activity
- To create viral opportunities to further drive awareness and generate a greater potential coverage

Which were to deliver the message across five diverse road issues;

- Driving too close
- Driving at speed or inappropriately
- Failure to look
- Distractions
- Blind spots

One of the key issues therefore was to find a proposition that would resonate and have cut-through across as many of the target audience as possible. However, with such a broad range of issues to cover combined with the varied interests/attitudes of our audience, our thinking led us to hypothesise this would be best-achieved by deploying a number of distinct 'hooks' focused on specific interests or social events.

As part of our P³ Insights process we spoke to a number of the responders to the previous intervention to gauge the kind of messages/activity that would have the most appeal. Not unsurprisingly, this resulted in fashion, clubbing, apps and gigs as some of the favoured and most opportunistic routes for strategic and creative development. We were convinced this segmented approach would allow us to hone the message/delivery across the most suitable channels and media, continually cross-testing to ensure effectiveness.

It was abundantly clear we were dealing with a hardened and cynical audience who would be turned off at the thought of being preached at, so our strategy was to use copy and visual inference to effectively fool the responder into visiting a specific URL, also using the offer of something free or exclusive as the hook. Once there, they'd see a pay-off that was clearly 'Road Safety'. We wanted to point out that we'd made them look and respond to a proposition, that had it been about road safety would've wrongly been ignored. It also approached the effects of the behaviour from the perspective of the transgressor and the victim, the person whose behaviour needs to be challenged, and person who may need to be aware of it. 'madeUlook' not only became a statement that addressed directly the target audience, but it also had the essence of **'Got you!'; 'We've shown you something... and you've looked, or 'We've distracted you... and you've looked'**.

A range of collateral and tactics were to be created that drove responders to one of four specific URLs, all contained within the main www.madeulook.tv site that also served to fulfil any broader or Mr Lumo driven responses.



The following four creative executions were deployed:

Smashed

Our fictitious club night 'Smashed' was to be a loud, raucous and debauched affair and was deliberate in its appearance to resemble 'Carnage', an (in) famous student night of the time. The lure was a free T-shirt upon visiting the site and all the road safety clues were there if you looked... 'Not what you expect', '999 theme', 'Not the usual night out'.

Flyers and posters appeared across Student Union bars, highly-targeted Facebook advertising was tested and all was supported by Mr Lumo's increasingly-lairy PAs around the area. Upon visiting the site the reveal proposed '...you didn't see that coming' and that 'Smashed is what you get when you don't look' along with a link to find out more about the campaign as well as why we'd fooled them.

Woww!

Appearing on posters and bus stops around heavily-concentrated 16-25-year-old areas, Woww! Led with a tease of revealing next season's 'Must Have' accessory (.note the 'singular') and the promise of a FREE subscription to the first 500 visitors to the site. Upon visiting www.madeulook.tv/fashion the accessory is a seat-belt... positioned as a little black number that's a 'life saver'.

iDrive

The incidence of using hand-held devices at the wheel was growing at an alarming rate, so aligned to the public's increasing demand for Apps we revealed iDrive 2.10 – the new App for keeping in touch! Promising to allow you to text, chat and Facebook while driving, safely and legally, it sounded too good to be true.. and of course it was! What's more it was FREE and all you had to do was visit the /apps site (advertised on beer mats, washroom media and campus media) or click through from the banners or Facebook advertising. The payoff was blunt and in the parlance of the time was an 'Epic Fail!'. 'You believed there was an App that lets you do the things you know you shouldn't?'

Live & Unplugged

Want the inside info and a FREE entry wristband to the hottest (and most limited) gigs in the Bristol area? That was the promise of Live & Unplugged – a club night every Saturday around the area. Billed as a 'MadeULook' promotion and featuring local (fictitious) band The Distracted, the pay-off on click-thru was the reality of a free ID wristband in A&E; potentially the result of being distracted by being plugged-in while using the roads. As would be expected from real events such as this, leaflets and flyers outside pubs, gigs and in cafés and bars were the main (and most effective) tactics.

67%

Clicked on the reveal.

31%

Clicked through to understand WHY we had delivered the message in this way and what the wider aims of the campaign were.



Media selection

As already demonstrated, media was chosen to be the most sympathetic to each creative execution, and therefore the most likely to appeal under the radar of 'If it sounds too good to be true...'. It also allowed us to focus within tight, geographical areas and integrate with the regular appearances of Mr Lumo, who through his faceless Morphsuit identity could be utilised at short notice by any number of similarly-built cash-starved promo people!

Facebook advertising was an ideal medium for all executions as we could tightly define using a vast array of geo-demographic and behavioural factors, and was supported by both conventional vertical and 'blind' digital display inventory selections.

Results

In the first month alone we drove 1,747 unique visitors to either the main site or one of the four 'execution' sites.

Of all visitors across the activity, 67% clicked on the reveal, ensuring that 2 out of 3 had the road safety intervention message successfully delivered

Encouragingly, half of these (31% of all visitors) clicked through to understand WHY we had delivered the message in this way and what the wider aims of the campaign were

All four executions performed similarly well, ranging from a 62% CTR for 'Smashed' up to a 68% CTR for the iDrive App

Facebook advertising drove 12% of site traffic, wider digital a further 17% with off-line, outdoor and promo (Mr Lumo) combining to make up the remainder

59% of all site visits were within a 20-mile radius of the main Bristol campuses that were at the heart of the activity

Gender split for Facebook activity 53% Female and 44% Male

As you would expect, Mr Lumo's Personal Appearances helped generate a fan base of his own and further traffic to the website. With a majority female bias, Mr Lumo would also encourage interaction and engagement via his Facebook page incentivised with competitions and games. He even made friends with Dragons Den's own Theo Paphitis!!

How P³ Insights helped deliver success

The intervention exceeded all expectations, and post-campaign depth research uncovered valuable additional viral/'Word of Mouth' impact.

It also utilised a significant number of tools and approaches from within dR's proprietary P³ Insights process, most notably the issues audit, primary research, digital and attitudinal audits/segmentation and proposition development.

These revealed the necessary insight that led to our strategy of effectively bribing a specific audience to lower their guard and enable a vital message to not only be delivered, but its impact magnified through the grudging respect afforded to the method.

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**