Effectiveness

Effective research = effective campaigns

Traditional road safety focuses on tragic outcomes
Effectiveness

A new approach
A theoretical underpinning
Social Marketing and Behavioural Change Theory
Creating effective advertising

1. Understand your audience
2. Identify the key leverage point
3. Use their language
4. Find a hook
5. Model the behaviour you want
6. Show positive results adopting of the new behaviour
7. Test your creative

Understanding the behaviour

- Talk with the target audience;
- Confirm assumptions and learn new information;
- Positive influence on high level risky driving;
- Embarrassing to address less obvious unsafe behaviours;
- Dismissive of metro-centred messages;
- The need to be genuine.
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Making it relevant and desirable

- Make it ok for young men to address road safety issues – even more minor ones
- Communicate the behaviour in relevant language
- Creativity to make language acceptable
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Measures of Effectiveness

- **81%** saw the ad
- **49%** spoke to a mate and **41%** spoke to someone else as a direct consequence of the ad.
- **15%** Always driving on or below the legal speed limit.
- **14%** Avoiding drink driving by planning ahead, **17%** by using other transport or accommodation.
- **10%** No impact on own seatbelt – asking others.
Measures of Effectiveness

Decrease in deaths and serious injuries among 0-24 year olds in regional South Australia.

21 fewer deaths, 28 fewer significant injuries.

Reduction in trauma, grieving and tragedy.