



Final Report to NRMA-ACT Road Safety Trust on Funding Grant for Video 1 of 2 (2012-13)

Overview

This report outlines details on the first of two TV CSAs that RADD created on behalf of the NRMA-ACT Road Safety Trust to promote a road safety message about drink driving and its consequences.

RADD produced a 30-second Television Community Service Announcement (TV CSA), which featured a line-up of high-profile and local Canberra-based talent. The TV CSA was broadcast on all three of the commercial networks that cover the Canberra area.

Additionally, a number of other communications and media opportunities were organised around this content: RADD produced 4 x 30-second radio messages that complemented the TV CSA and organised a feature article that was published in the Canberra Times and also on the Canberra Times website, to coincide with the release of the TV spot.

RADD is confident that the material had a positive resonance with the ACT audience and was effective in encouraging the community to make more informed choices when it comes to drink driving.

The TV CSA

RADD (in conjunction with production house Media Heads) handled the scripting, production, and distribution of the 30-second TV CSA. The spot was tailored specifically to an ACT audience, featuring a range of local talent that had a connection with the Canberra community. The participants were:

- Lauren Jackson (ACT Capitals)
- Kim Crowe (Olympic silver and bronze medallist in rowing)
- Pat McCabe (ACT Brumbies)
- Atlantis Awaits (Canberra band)
- Terry Campese (Canberra Raiders)
- Tom Learoyd-Lahrs (Canberra Raiders)
- The Aston Shuffle (Canberra DJs/musicians)

The talent came together to deliver a positive and engaging message, prompting viewers to consider the personal choice they had to make before going out drinking: whether to drink or drive, and how this could help prevent road trauma.

Audiences were encouraged to plan ahead and consider alternate ways of getting home after a night out, such as catching an Action Bus, getting a taxi, or arranging a designated driver.

RADD is confident that this line-up of talent, encompassing footballers with large local followings and musicians with huge Gen Y appeal, has been very effective in communicating this road safety message to a range of demographics.

What Was Delivered

RADD distributed the TV CSA to Prime7, WIN Television and Southern Cross Austereo, with all three networks confirming that they would air the message. The CSA was originally sent on 27th November 2012 for broadcast up to, and including, 5th April 2013.

We did initially encounter some issues with scheduling the spot on Prime7: the network expressed concerns over the use of the NRMA-ACT Road Safety Trust logo in the CSA. RADD produced an alternate version of the TV spot for use on Prime7, with the network confirming airplay from February 2013 onwards.

Unfortunately, we are not able to confirm exactly how many times the CSA was broadcast on the three networks, as the message was played in donated airtime. TV networks have a licence commitment to allocate a portion of their airtime to CSAs and the RADD TV CSA fell within this airtime, meaning we cannot give accurate placement times.

However, we know anecdotally that the CSA caught the attention of the ACT community: many of the local athletes and musicians RADD recorded for the spot said that they saw the message on television. A number of people also commented that they had seen it at the cinema.

In fact, while RADD was producing the second video for the Trust, we found that most of the local personalities we approached had either seen, or heard of, RADD and the TV spot, and were keen to be involved in promoting our anti-drink driving, road safety message.

We believe this demonstrates that the RADD brand is gaining some traction within the Canberra community. We are confident that any follow-up material will only strengthen this further.

Additional Value

As mentioned, RADD also organised a number of other media opportunities to complement the TV CSA. This was done as an added bonus free-of-charge.

RADD was able to re-establish a relationship with the Canberra Times, which ran a feature story for RADD on Saturday 15th December, 2012. The half-page article was featured on page 10 of the Canberra Times, and was also posted on the publication's website with a link to the TV CSA video on YouTube.

Additionally, RADD produced 4 x 30-second radio spots for broadcast in the ACT. These messages were modelled closely on the TV CSA: the script was adapted for radio and a handful of the same local Canberra talent were used.

Kim Crow, The Aston Shuffle, Lauren Jackson, and Pat McCabe each recorded their own 30-second message. These were broadcast on Canberra's Mix 106.3 and FM 104.7 between 1st January and 31st March, 2013.

The TV CSA was also publicised on the RADD website, Facebook, and Twitter page.

Associated Social Media Use

In addition to the media content that RADD organised on behalf of the NRMA-ACT Road Safety Trust, we were also very fortunate to have a number of associated social media platforms promoting the 30-second TV CSA.

Both the Canberra Raiders and the Canberra Capitals publicised the video on their Twitter feeds, as did Atlantis Awaits lead singer Tegan Rogers. Atlantis Awaits also featured the TV CSA on the band's Facebook page.

* Attached with this report, please find a scanned copy of the Canberra Times article, a link to the content posted on the Canberra Times website, links to the 4 x 30-second radio spots, and screenshots of the social media coverage.

We have also attached our invoice number 3.