



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

### Overview

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This report outlines details of the second of two TV CSAs that RADD created on behalf of the NRMA-ACT Road Safety Trust to promote road safety messages involving drink driving.

Earlier in 2013, RADD produced its first-ever 30-second Television Community Service Announcement (TV CSA) specifically for the ACT market, a CSA which featured exclusively local talent talking about the “choice” to drink or drive. The CSA was broadcast on all three commercial television networks that cover the ACT region. Additional media opportunities were organised around the release of the first TV CSA, including 4 x 30-second radio messages and a feature article published in the Canberra Times and on the Canberra Times website.

With the second TV CSA, the over-arching theme was “responsibility” and we again utilised local personalities, but this time they were coupled with some well-known national talent, in an effort to not only build upon the first TV CSA but also to broaden the appeal.

The TV CSA was once again picked up by all three commercial television networks that cover Canberra and the ACT region. We met with all three commercial stations in the ACT region – WIN, Prime, and Southern Cross TEN – and all three agreed that they would air the spot.

In addition, RADD produced 5 x 30-second radio messages, which were broadcast by local commercial stations in support of the TV campaign – mainly FM 104.7 and Mix 106.3 FM.

Whilst measurement of CSAs is inherently difficult with media, it is our belief that both the TV CSA and the radio messages received widespread coverage on media throughout Canberra and the ACT region over the months of April to July 2013. We are confident that the material has played a positive role in reinforcing a responsible road safety message to the ACT audience and highlighting the role we all must play to ensure that we don’t allow our mates to drink and drive.

Of note is that the TV CSAs – and to a lesser extent the radio messages – would also have been broadcast in neighbouring areas such as Goulburn and Cooma.

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## The TV CSA - 'Do You'

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RADD (in conjunction with Sydney production house Media Heads) produced a 30-second TV CSA specifically for the ACT market, under the theme: "Do You?"

The second of two RADD TV CSAs produced under this funding grant, the latest version featured local Canberra talent together with some big national names. The final list of participants was:

- Peter Siddle (Australian Test cricketer)
- Brett Emerton (Australian Socceroos)
- Sally Fitzgibbons (Australian surf champion)
- Jamie Whincup (V8 Supercars driver)
- Craig Lowndes (V8 Supercars driver)
- Jake Edwards (Summernats)
- Ellyse Perry (Australian Women's cricketer)
- Lauren Jackson (Australian Opals and Canberra Capitals basketball teams)
- Dave Pocock (Australian Wallabies and ACT Brumbies rugby teams)
- Hands Like Houses (local Canberra band)
- Atlantis Awaits (local Canberra band)
- Drawing North (local Canberra band)
- Shaun Fensom (Canberra Raiders NRL team)
- Josh McCrone (Canberra Raiders NRL team)
- Anna Flanagan (Australian Hockeyroos team and AIS)
- Sally Shipard (Canberra United and Matildas Australian Women's soccer team)
- Kim Crow (Australian rowing silver medallist)

This inspiring line-up of 17 different personalities combined to deliver a powerful message about looking after your mates and not letting them get behind the wheel of a car if they've been drinking. In this TV CSA, everyone from cricketers to surfers, rock stars to rowers, and hockey stars to V8 Supercars drivers – men and women alike were reinforcing the central message that mates don't let their mates drink and drive.

Utilising a slightly tougher approach than the first TV CSA, the talent came together to pose an engaging message: "Do you let your mates drink and drive?" The approach was designed to influence viewers into considering the personal choice they had to make when out drinking with mates: not to let them drink and drive, and the positive impact this could have for the safety of all road users.

The line-up of talent, encompassing sports stars with large followings and musicians with significant appeal, has been very effective in communicating this road safety message to a range of demographics.

RADD handled the scripting, all talent acquisition, filming, production, post-production, licensing, classification, marketing and distribution of the 30-second TV CSA.

## What Was Delivered

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RADD distributed the TV CSA to Prime7, WIN Television and Southern Cross TEN television networks, with all three networks confirming that they would air the message across the Canberra and ACT region. The CSA was delivered on Friday 12<sup>th</sup> April 2013 with all three networks confirming receipt and that it had been loaded into their systems for rotational broadcast up to, and including, 31<sup>st</sup> July 2013.

TV networks have a licence commitment to allocate a portion of their airtime to CSAs and the RADD TV CSA fell within this airtime. However, due to the fact that the RADD TV CSA was on rotation with other CSAs, we are unable to confirm exactly how many times the CSA was broadcast on the three networks, meaning we cannot give accurate placement times.

## Additional Value

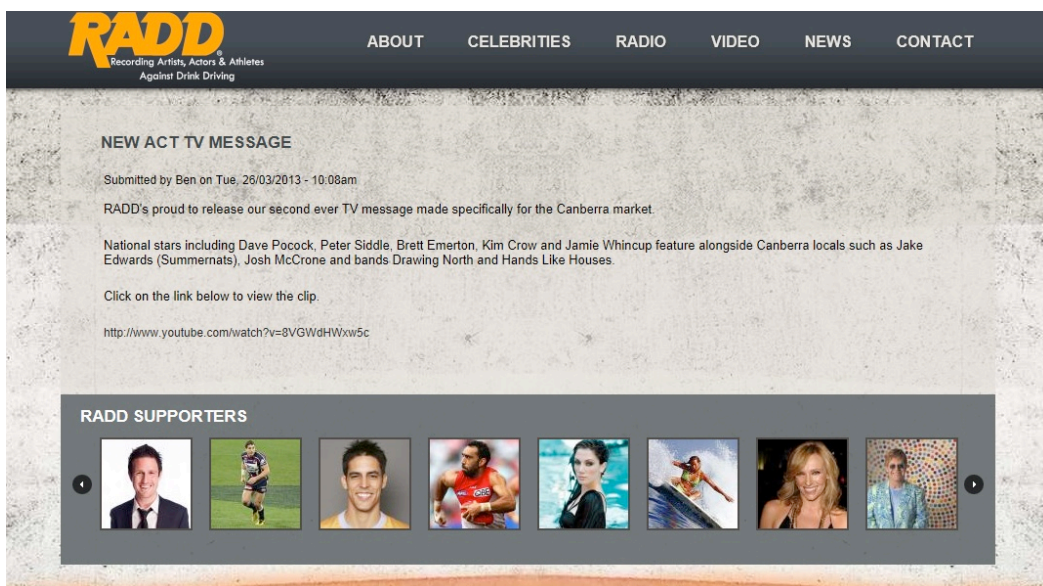
To support this second TV CSA, RADD produced 5 x 30-second radio spots for broadcast in the ACT. These messages were modelled closely on the TV CSA: the script was adapted for radio and a handful of the same local Canberra talent were used.


Local bands Drawing North and Hands Like Houses, as well as Lauren Jackson (Opals and Canberra Capitals), Josh McCrone (Canberra Raiders) and Anna Flanagan (Hockeyroos) each recorded their own separate 30-second radio CSA to support the 'Do You' TV campaign. These radio CSAs were broadcast on Canberra's Mix 106.3 and FM 104.7 between 18<sup>th</sup> April and 27<sup>th</sup> July 2013.

We have also attached our final invoice for this project, being number 5 of 5, in the amount of \$7,480 (inclusive of GST) in accordance with the Grant Agreement.

## Associated Social Media


In addition to the media content RADD organised on behalf of the NRMA-ACT Road Safety Trust, the TV CSA was also promoted on several social media platforms, including the RADD website, YouTube channel, Facebook, and Twitter page. Further to this, Lauren Jackson re-sent the video on her Twitter feed, and the Canberra Raiders featured the video on their website.




**RADD: Recording Artists, Actors and Athletes against Drink Driving** shared a link.
 April 4

If you haven't seen it yet, make sure you have a watch of our brand new TV message for Canberra.

<http://www.youtube.com/watch?v=8VGWdHWxw5c>




**RADD ACT Do You**  
[www.youtube.com](http://www.youtube.com)

When a mate goes for their keys after having a few drinks, what you do next could be the difference between life and death. You can choose to stop them, or


Unlike · Comment · Share
 

 3


**RADD: Recording Artists, Actors and Athletes against Drink Driving** shared a link.
 May 3 near Glebe, New South Wales

RADD's new TV spot is now airing on Southern Cross Ten in Canberra and southern NSW. If you're in or around the ACT keep an eye out for Dave Pockock, Lauren Jackson, Peter Siddle, Sally Fitzgibbons, and many more local and national stars.


<http://bit.ly/Yg6Ykk>



**RADD ACT Do You**  
[bit.ly](http://bit.ly)

When a mate goes for their keys after having a few drinks, what you do next could be the difference between life and death. You can choose to stop them, or

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 GUIDE



## RADD ACT Do You


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When a mate goes for their keys after having a few drinks, what you do next could be the difference between life and death. You can choose to stop them, or you can choose to let them go and risk


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Photos and videos

senseless tragedy

303 TWEETS

152 FOLLOWING

91 FOLLOWERS

Following

Tweets

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25 Jul

John Mayer - one of many superstars to donate their time to RADD over the years. Have a listen to his important msg

[snd.sc/1bPvNex](https://snd.sc/1bPvNex)

View media

RADD Australia @RADDAustralia

16 Jul

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22 Apr

Congrats to the @CCMariners for an amazing #ALeagueGF victory. Their stars have leant their time to stop drink driving

[bit.ly/YENm6G](https://bit.ly/YENm6G)

Expand

RADD Australia @RADDAustralia

9 Apr

Mo Farah's wife's car hit by drink driver. [bit.ly/ZcAODm](https://bit.ly/ZcAODm) driver flees from scene but is caught later. No one can outrun Mo! #london

View summary

RADD Australia @RADDAustralia

2 Apr

Brand new TV spot [youtu.be/8VGWdHWxw5c](https://youtu.be/8VGWdHWxw5c) starring some of Canberra's favourites @RaidersCanberra @BrumbiesRugby @laurenej15 plus heaps more

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3 May

Is a warning enough? [bit.ly/18hi6Pt](https://bit.ly/18hi6Pt) via @geelongaddy

Expand

The Greenhouse @TheGHRaiders

26 Apr

#Canberra #Raiders Shaun Fensom and Josh McCrone feature in new RADD anti drink driving campaign: [ow.ly/krqjd](https://ow.ly/krqjd)

Retweeted by RADD Australia

Expand

RADD Australia @RADDAustralia

3 May

#FF @AusRoadSafety who have been doing some great work around QLD and NSW this week. Check out their #FFFpledge via [on.fb.me/YnlmIO](https://on.fb.me/YnlmIO)

Expand

RADD Australia @RADDAustralia

2 May

TV spot now on SC10 in #Canberra. Keep an eye out for @laurenej15 @ATLANTISAWAITS and Dave Pocock

[bit.ly/Yg6Ykk](https://bit.ly/Yg6Ykk)

View media

**1<sup>ST</sup> PLACE WINS \$10,000**  
Weekly prizes of \$500 & a replica Telstra Premiership trophy!

**CREATE YOUR OWN COMP**  
**JOIN NOW**  
WINNING \$50,000, 1 YEAR & 100% OFF 12 MONTHS

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## Raiders Support RADD

Friday 26 April 2013 10:02 AM

00:10 00:31

Raiders Shaun Fensom and Josh McCrone feature in the latest advertising campaign for RADD. Recording Artists, Actors and Athletes against Drink Driving.

PREVIOUS STORY

**Jake Foster – "I'm ready for my NRL return"**

NEXT STORY

**Wighton: City/Country fixture should be here to stay**

**ROUND 22: Sat 10 Aug**  
Allianz Stadium, 05:30 PM

28 vs 22

[Match Report](#)  
[More NRL Stats](#)

**VIDEO**  
[Raiders v Roosters 8/22 Match Highlights](#)

**25 PLAYERS. \$5.8M SALARY CAP. WHO WILL YOU PICK?**

**NRL DREAM TEAM JOIN**