

# Road Respect Campaign

13.0 - Design for Society

Northumbria Safer Roads Initiative

tdg - The Design Group

Thursday 3rd June 2010



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## Executive Summary

Road accidents are the biggest cause of premature deaths in the UK, costing the economy £14 billion every year. In Northumbria this figure is around £228million, with young drivers involved in as many as 1 in 3 accidents.

The Road Respect campaign is an established initiative in Northumbria - striving to improve driving culture amongst road users. As a regional campaign, it has to be delivered within a limited annual communications budget of £200,000. In previous years, the campaign achieved only moderate success. To improve, it needed to get road safety messages 'inside the heads' of drivers - particularly those aged 17-24.

tdg was asked to produce all creative content for the 2009 campaign, by developing a range of engaging, impactful designs for use across various media channels. After identifying problem behaviour and isolating key issues, the resulting set of designs saw traditional literature replaced by a magazine-style publication, promotional materials redesigned in formats encouraging greater interaction, and outdoor media refreshed to achieve instant impact and recognition. Above all, every design piece communicated a specific message to a specific audience, predominantly young drivers.

A year later the results were impressive. When compared to 2008:

- Road deaths and serious injuries amongst young drivers fell by 6%  
- over 4 times greater than the overall figure for Northumbria.
- This represented 8 lives saved and equated to cost savings of up to £19.8million  
- a dramatic ROI, given the design budget of only £50,000.

Campaign awareness also increased by 40% and the profile of this regional campaign has been raised to the point where funding has been extended to 2011, bordering road safety partnerships are in the process of adopting the campaign for their own regions, and Road Respect has been short-listed nationally in 2 categories for this year's CIPR Excellence awards.

(300 WORDS)



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# Project Overview

## 1. Outline of project brief - Objectives

In 2008, over 600 people were killed or seriously injured in road accidents in Northumbria alone. Northumbria Safer Roads Initiative (NSRI) is one of 38 regional road safety partnerships across the UK, responsible for reducing this figure through driver education and enforcement.

Through its Road Respect campaign, NSRI is very proactive in promoting improvements in driving culture, risk awareness and respect amongst road users of all types.

tdg was briefed to lead development of all creative materials for the 2009 campaign - to address the following objectives:

- Reduce the number of **deaths and serious injuries** resulting from road accidents involving young drivers (age 17-24) in Northumbria
- Increase the overall **awareness** of the campaign by a further 3% (from 22%). The previous 3 years had all delivered awareness increases of 2-3% - For 2009 this would mean reaching an additional 54,000 people with the campaign branding and messages
- Develop creative content which improved the level of audience **engagement** with the campaign
- Encourage those people who are exposed to the campaign content, to display willingness to change their driving **behaviour** for the better
- Establish a house style for outdoor media communications which would help to significantly raise the **profile** of the Road Respect campaign throughout Northumbria
- Through **effective design** solutions, demonstrate the role that marketing and communications can play in replacing traditional traffic calming measures.

## 2. Description

NSRI was established in 2002 to educate road users about speeding and drive awareness of the enforcement role of speed cameras. Early tone of voice for the campaign was traditional and 'authoritarian' and its association with speed cameras was often met with negative public opinion.

In a change of emphasis, 2006 saw the launch of the 'Road Respect' campaign, with the broader remit of addressing the issues of driving culture and behaviour in a more positive and engaging way.

Historically, Road Respect has always set out to appeal directly to the broadest possible audience of road users across the region. The campaign has always been multi-disciplined, utilising the same wide variety of communications channels to reach its audience.

Awareness of the campaign has increased every year, but only by the smallest of percentage increments. As a regional, publically funded campaign, NSRI has always been expected to make its budget work extremely hard, but delivering year-on-year 'growth' has proved to be a huge challenge due to the available budget - which is only a fraction of that available to national initiatives such as THINK! and Brake.

Coming to an open road near you ...  
Speeding could do more than just ruin your job prospects.  
It can shatter lives and relationships in seconds.  
Can you still afford the risk?

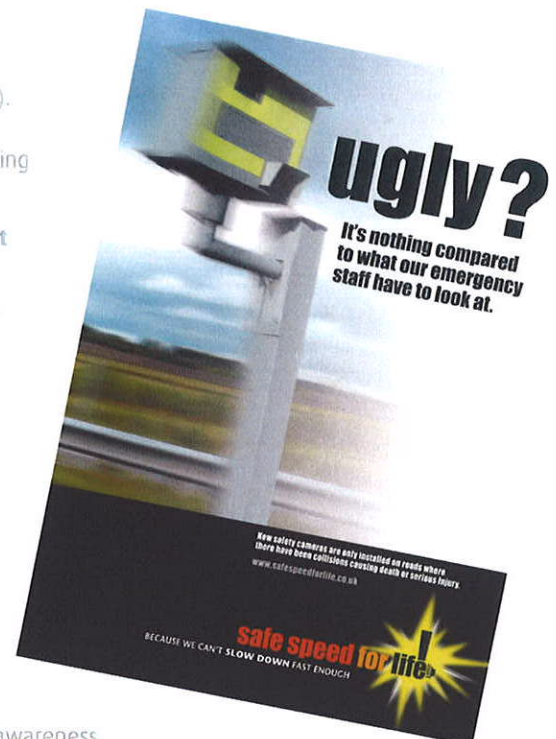


www.safespeedforlife.co.uk

safe speed for life!

BECAUSE WE CAN'T SLOW DOWN FAST ENOUGH

Campaign materials BEFORE the launch of Road Respect were very speed focused



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### 3. Overview of Market

To put road safety into context: Road deaths are the biggest cause of premature deaths in the UK - costing the UK economy an estimated **£14 billion** every year. Every fatality on UK roads generates an overall cost to the tax payer and economy of approximately **£2million**. Similarly, every serious (but non-fatal) UK road accident costs approximately **£250,000**. In Northumbria alone in 2008, this equated to an overall annual cost of £228million.

(Data source - Department for Transport)

To put the Road Respect campaign in perspective: Each year the entire campaign has to be delivered within a budget of £200,000. This figure has to cover all communications activity, including: - design, production of printed materials, the purchase of any 'bought media' and other advertising, and the cost of staging Road Show style events. When it comes to design alone, the actual annual budget is, at most, 25% of this figure - £50,000.

At the end of 2008, awareness of the Road Respect campaign stood at 22% within the region (up from 19% in 2007). For 2009 a new campaign awareness target of 25% was set (or one quarter of the north east's population).

When it comes to road safety, although it is generally accepted that driving issues are important, it is also widely acknowledged that they are rarely a 'top priority' in the day-to-day lives of the general public. Coupling this with the broader economic conditions in the UK in early 2009, it was felt that there would almost certainly be further 'de-prioritisation' of road safety in people's minds (i.e. more important things to worry about). With such factors in mind, campaign managers were concerned that simply matching the figures of 2008 would be a major challenge in its own right, given that the budget would also remain unchanged from 2008.

A different approach was needed - one in which the creative content of the campaign delivered a greater 'cut-through' with the message. So with the full support of the Road Respect team, tdg set about developing a multi-channel creative plan.

It was quickly decided that a data-led methodology should be followed, allowing the development of a very focused and targeted creative campaign. Analysis of available accident data showed that young drivers (aged 17-24) were particularly over represented.

Official figures showed them to be **involved in 33% of all road accidents** despite accounting for **only 9%** of licence holders. This startling figure meant that they would need to become a key point of focus for the 2009 campaign.

(Source: TADU - Traffic Accident Data Unit and Office of National Statistics)

Further analysis as to the type of offences being committed within the region (and nationally) highlighted the following behaviour as being the main cause of the problem:

- **Speeding** - Approximately 67% of crashes where people are killed or seriously injured happen on roads with a speed limit of **30mph or less**
- **Distractions: Mobile phone usage** - you are **4 times more likely** to crash when using a mobile phone whilst driving
- **Not wearing a seat belt** - One driver wearing a seat belt dies **every week** because the passenger **behind them** isn't wearing one
- **Drink Driving** - accounts for **1 in 7** of all UK driving fatalities

(Source - Department for Transport)

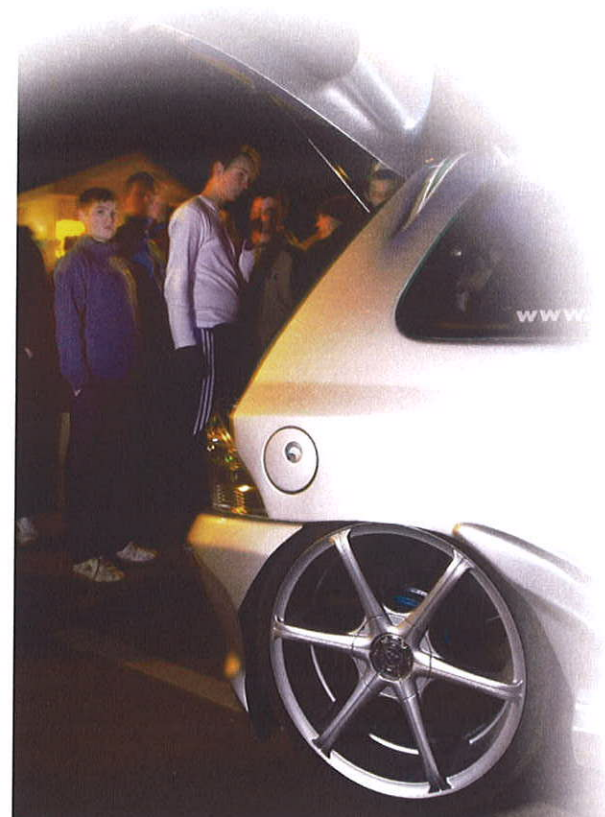
These findings and the statistics behind them would provide the inspiration for all design work for the 2009 campaign.

#### 4. Project Launch Date

- February 2009

#### 5. Size of Design Budget

- £50,000



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## 6. Outline of Design Solution

The design solution for 2009:

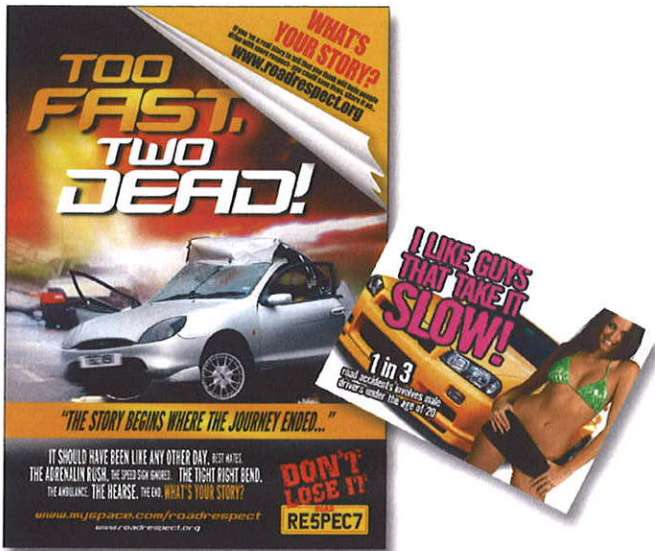
- encourages drivers to **take responsibility** for their behaviour
- ensures drivers realise that driving behaviour is **an issue of choice**
- makes drivers more **aware of the potential risks and penalties** associated with the choices they make.

Research also highlighted that young drivers would not respond to a traditional style of campaign - so with this in mind, the design solutions are:

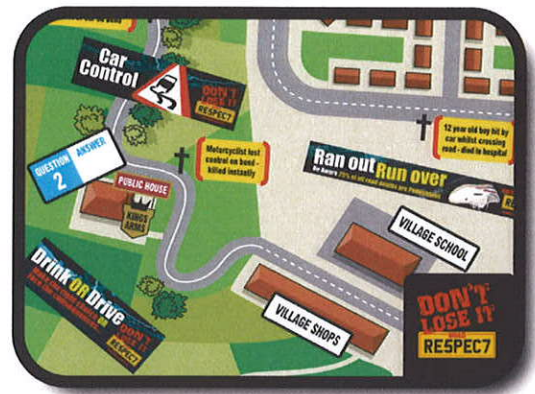
**1.** often **direct, and simplistic** in the way they communicate a specific message



**3.** at times **edgy or quirky** in the way they make a point



**2.** **interactive** in encouraging the audience to think more about Road Respect issues



**4.** **engaging in format** and informative in provoking further discussion about the issues



Although visually diverse, all creative content is held together by the distinctive and established Road **RESPECT7** - Don't Lose it! identity. In 2009 this was used much more consistently than in previous years to build stronger brand recognition (including on radio scripts, where the statement was verbalised at the end of every advert.)

Designs have been developed so they are understood 'at a glance'. Given that 50% of road fatalities occur under hours of darkness (Source: TADU), the overall design style utilises a palette of bright and highly visible colours that are easily picked up by headlights on outdoor media sites, and clear font styles which are often shown in white against a black background for enhanced stand-out. Where appropriate, supporting imagery or iconography is used to give context and achieve instant impact. Copy is nearly always limited to only a few words, ensuring that messages are succinct and memorable.



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Distinctive colour palette - Road sign-style graphics give immediate 'driving' context to the message.



Subconscious triggers - resonate with lifestyle and interests of the target audience - presenting the message in an unexpected way that gets 'under their skin' and into their lives at times when they may be more receptive to it (i.e. leisure time).



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# Summary of Results

Results are presented using road accident data supplied by Gateshead Council, in March 2010 and other sources (where stated).

## Putting data in context:

The Department of Transport (DfT) and other road safety bodies generally look at accident data (KSI data) by comparing figures over a 3 year period. This longer time frame ensures that the effects of any 'freak occurrences' are ironed out (e.g. bad weather causing lots of accidents in one year). This leads to figures which are more representative of the actual effectiveness of an initiative.

In order to evaluate the effectiveness of the Road Respect campaign in 2009, the below statistics are therefore based on comparing KSI Data for a 'rolling' 3 year period. In this case: 2006-2007-2008 versus 2007-2008-2009.

## Definitions:

**KSI** = Killed or Seriously Injured people only (i.e. doesn't include minor cuts & bruises)

A '**Collision**' = the crash or accident itself

A '**Casualty**' = a death OR serious injury to someone involved in the crash

(e.g. a car crash involving 2 cars and 4 people overall represents 1 collision but could mean up to 4 casualties)

## Results

### Overall Road Deaths and serious injuries in the region reduced by 1.4%

In real terms this represents **8 fewer deaths or serious injuries** throughout the year-2009 and, based on the figures outlined earlier, equates to **cost savings of up to £14.4million.**

More significantly however, having focused much of the 2009 activity on getting key messages through to young drivers (age 17-24), the following figures are observed:

### Road Deaths and Serious Injuries among young drivers in the region are down by 6%

In real terms this represents **11 fewer deaths or serious injuries** within this age group of high-risk drivers and based on the figures outlined earlier equates to **cost savings of up to £19.8m.**

Crucially the percentage reduction in Road Deaths and Serious Injury amongst Young Drivers is **over 4 times greater** than the overall reduction figure for Northumbria, suggesting that the specific focus on this age group has significantly contributed to a measurable and positive change in behaviour.

Following independent research carried out by Bluegrass Research in February 2010:

### Awareness of the Road Respect Brand & Campaign increased by 40%

The initial target figure of 25% awareness was smashed with the campaign actually hitting 31% awareness for its 2009 activity (up from 22% in 2008 and 19% in 2007). When compared to the previous year's figures, this represented an increase in awareness of 40%.

NSRI is responsible for a geographical area with a population of circa 1.8 million, so in real terms, these results mean that, as of the end of 2009:

- over 550,000 people in the North East are now aware of the Road Respect campaign and what it stands for.
- In 2009 alone: (using the same distribution channels and working to the same budgets) improved creative delivery has ensured that the **campaign resonated with an additional 162,000 people.** This figure is **3 times greater** than the target figure of 54,000.

### Positive behavioural change was assured by 27% of respondents

Furthermore...out of those people who were aware of the 2009 campaign - 27% say that specifically due to their exposure to the Road Respect campaign's creative content and messages, they now intend to drive with greater respect for themselves and other road users.

This equates to almost **one in three drivers** who saw the campaign **now driving more safely**, or in real terms - over 150,000 people.



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## Results (cont.)

### Level of engagement with the campaign has increased by 50%

Despite a small reduction in the number of road show-style events in 2009 (vs. 2008), measurable footfall at these events has actually **increased by 50%**. [Almost 1 in 10 research respondents had visited a road show event].

More significantly however, the level of 'visitor engagement' has **more than doubled**, increasing from 7% (in 2008) to 17%. Visitor engagement measures the number of people who chose to spend more than 5 minutes interacting with the campaign at road shows. Interactive road show content was significantly enhanced within the creative mix for 2009.

### The 2009 campaign has potentially saved tax payers up to £19.8million:

This is based on the measured reduction figures for Road Deaths and Serious Injuries and the nationally recognised economic costs for each scenario.

Given the limited annual budget on which the campaign must operate (£200,000 for all communications including £50,000 for design) this represents a dramatic return on investment.

### Other Road Safety Partnerships now wish to join the campaign

It must be emphasised that Road Respect is a regional campaign, operating within Northumbria only...However, following the impressive results of 2009 and the level of consumer engagement in the creative content / message delivery, several bordering road safety partnerships (Durham, Teesside and Cumbria) have expressed interest in adopting the campaign identity and specific content for use in their own geographical areas. Discussions are now underway to determine how the campaign can be successfully extended to these areas.

### DfT interested in working with Road Respect in Tyne and Wear

Within Northumbria, the Department for Transport has noted the work and recent achievements of the Road Respect campaign. Under its 'Local Transport Plan' for Tyne and Wear, the DfT has asked Road Respect to lead the way regionally in demonstrating how effective marketing communications can deliver results, in place of traditional traffic-calming measures (e.g. speed humps, 20 zones, etc...)

### Funding for the campaign has been extended

Campaign successes have been further acknowledged with the extension of funding for the campaign through to June 2011. tdg's own contract has also been extended in recognition of good work.

### The campaign has been short-listed in multiple categories for 2010 CIPR Excellence Awards

The Chartered Institute of Public Relations (CIPR) Excellence Awards take place each year, recognising the best public relations successes throughout the UK over the previous 12 months. The judging process is rigorous with only a fraction of the 750 entrants making it through to become finalists.

The Road Respect campaign is a finalist in two categories - Integrated Campaigns and Public Sector.

#### Research Resources

- Department of Transport - Various publications
- TADU - Traffic Accident Data Unit (Gateshead Council, Tyne & Wear)
- North East Regional Road Safety Project
- Office of National Statistics
- Independently conducted research results for campaign performance in 2009 and 2008 - Bluegrass Research



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# Other Influencing Factors

## 1) Advertising

Advertising has always formed an integral part of the campaign each year, as it provides the broadest and most immediate opportunity for distribution of the creative content and key messages.

In both 2008 and 2009 it should be noted that the level of activity and expenditure in this area was very similar (approx £80,000) over each 12 month period. It was distributed consistently within the following areas:

Radio: Daily adverts on all major North East Stations (Metro, Magic, Real, Galaxy and Smooth)

Outdoor: 4-6 weeks campaigns on Bus rears, Bus sides, Bus interior panels, Metro train interior panels, Metro station 6-sheet posters and escalator panels.

Online: ongoing low level of activity on regional news media website - rolling monthly expenditure to an agreed level.

## 2) Public Relations

The campaign has never benefitted from an 'appointed' PR agency. All press liaison is handled by the Road Respect campaign's Communications Manager. Throughout 2009, tdg worked closely to advise on how any new creative interpretations of a core message could be positioned to target audience(s).

## 3) Promotional Activity

Road show-style events have typified the campaign since late 2006. In 2007, the number of road show events was increased significantly to take in additional venues (schools, colleges, shopping centres and regional events).

Between 2008 and 2009 however the number of road show events actually decreased by a small amount (i.e. to focus on quality of venue rather than quantity of events).

## 4) Human Behaviour

Measuring attitude or behaviour changes within the general public is not an exact science - it is a complicated issue with many emotional factors coming into play.

The Road Respect campaign fully acknowledges that it cannot claim sole and exclusive credit for preventing road deaths. It is however, the only campaign to do what it does in the way that it does, within Northumbria. So, given recent hard work and the overall results presented in this document, we genuinely believe that the campaign can now confidently lay claim to being the leading influencer and one of the main driving forces behind safer roads in Northumbria.

## 5) Influence of equivalent national campaigns within North East England

In judging this entry, it should be noted that there are also national road safety campaigns run by organisations such as THINK! and Brake. These campaigns cannot be ignored as they have a similar agenda and operate throughout the UK (including Northumbria), working to national budgets that are well in excess of that available for the Road Respect campaign (at least 5 to 10+ times greater).

We are not able to detail the exact budget / activity distribution for these national campaigns, but they are not-for-profit campaigns themselves, so two important points should be noted:

1. We are not aware of any public information stating that budgets for these campaigns have been increased over the period in question (2009) nor were we aware of any noticeable increase in activity within Northumbria during 2009.
2. As national campaigns they are likely to face the same challenges as Road Respect, except on a bigger scale - with budgets ultimately being skewed towards more populous driving areas of the UK, where driving 'problems' are more prevalent.





## Other Influencing Factors (cont.)

### 6) Comparison with national reduction figures

As part of an ongoing programme, UK governments are committed to delivering a reduction in road fatalities and serious injuries of 40%, by the year 2010. The starting point for this programme was an average figure taken for the period 1994-1998.

By 2008, this target had been met, as there had been an overall reduction in fatalities and serious injuries of 42%. The biggest annual reductions were observed between 2006 and 2008.

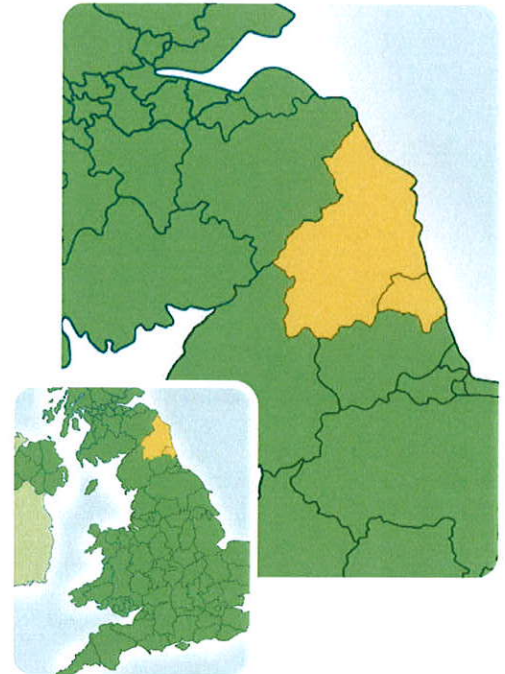
Final figures for 2009 are yet to be released nationally, but at time of writing, trend forecasts published in September 2009, suggest a national reduction figure of circa 5% for the year 2009.

The above figures are included to give broader context to the measured successes of the Road Respect campaign.

There is no national league table which charts the performance of each of the 38 regional road safety partnerships versus another. This is because each partnership area has a unique geography, with differing populations, demographic profiles and road networks (of A-roads, B road and Motorways, etc...). A major issue within one region may not therefore be as important within the next.

This document is therefore submitted to the DBA for evaluation, with evidence presented as clearly as possible, enabling the recent success of the Road Respect campaign to be compared with its performance under similar conditions in previous years.

### NORTHUMBRIA



***“You have to remember that what we’re trying to achieve with the campaign isn’t easy. Behavioural characteristics and attitudes to driving are often already engrained in a person’s mind even before they are old enough to drive...To be successful, you have to deliver something that is going to ‘cut through’ the preconceptions and habits...which makes for a pretty tough brief.***

***tdg has consistently delivered impactful design solutions, often working within very difficult parameters and to high expectations. In the context of this kind of initiative, there is no such thing as an ‘overnight solution’ - the campaign has therefore really benefitted from the diversity of materials developed by tdg and from the strategic manner in which each piece of creative work has been developed. Road Respect has a very unique look and feel to it – and it’s effective.***

***2009 represented the most successful year ever for Road Respect, we’re really starting to see a difference in the region with more road users recognising that driving behaviour is an issue of choice. This has provided us with a great platform for continued success in 2010”.***

**Jeremy Forsberg**

Communications Manager for the Road Respect campaign



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