

Transport for London

**P2W
Speed Reduction
Campaign**

Job number 12242

February 2013

MAYOR OF LONDON

Transport for London



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Introduction



- As part of TfL's commitment to improving the safety of powered two-wheeler (P2W) riders, they are developing a new campaign aimed at motivating riders to slow down on London's roads.
- Research was required to understand how P2W riders respond to a number of creative concepts developed by M&C, and to help inform the most effective avenue moving forward.
- 2CV conducted 9 groups with motorcyclists (including professionals) and scooter riders, between 21st – 24th January, 2013.

What success looks like (from the creative brief)

Business Objective

- To show customers we care about their safety by educating them about risk and encouraging positive behaviour change that benefits them as individuals

Marketing Objective

- To encourage P2W riders to reduce their speed, in order to contribute to a reduction in motorcyclist KSIs

Key Criteria

- To make riders reappraise the risks of riding too fast, without giving them the opportunity to opt-out of this
- To make riders reconsider how fast they ride
- To clearly communicate to riders to slow down when they are riding too fast
- To motivate riders to reduce their speed when they're riding too fast

Four creative routes and two overseas ads were explored

What Could Have Been



What Happens



Warning Signals



Body Worlds



Overseas TVC 1.



Overseas TVC 2.



NB: A fifth route (Too Fast to Live) was explored in the first night of groups, but subsequently dropped to allow for exploration of the two overseas ads

Headlines from the research

Overall response

- Riders take a 'vigilance' and safety message, but do not specifically take out a message about speed reduction
 - This is exacerbated by the fact that riders have a tendency to focus on risks posed by **others** (ie car doors opening, pedestrians stepping out, carelessness), the **environment** (eg potholes, ice, oil spills) and **their own general riding behaviours** (recklessness, impulsiveness, filtering) alongside speed.
 - ***To tackle the issue of speed, the concepts will need to be more explicit and focus on familiar and unequivocal 'speed' scenarios***
- Two creative avenues were identified as having good potential;
 - **Dual outcomes:** (greatest potential) *What Could Have Been* highlights that there are a number of outcomes for an accident/ride and motivates riders to reconsider their actions
 - **Fear/vulnerability:** *What Happens* engages riders with the feeling of fear/vulnerability they have when at risk and encourages more defensive/protective riding. However, there is a need for caution as some riders struggle with the conceptual nature of the idea in *What Happens*
 - ***In both executions, there is a big opportunity to dial up 'speed' as the key factor in causing a near miss/accident***
- The concept of near misses is familiar and emotive, but when focussing on past near misses riders are quick to attribute fault to others and feel they have already incorporated these lessons into their riding style
 - ***There may be a need to reconsider the end line to deliver a stronger call-to-action***

Summary of response

Riders take a safety message, but do not specifically take out a speed reduction message

- Scenarios are seen to show more general reckless and unsafe riding;



He wasn't riding too fast, he was just reckless. Most people stop at a T-junction
Motorcycle, Family



He's filtering, not speeding. It's saying 'don't take unnecessary risks'
Motorcycle, Pre-family



How is that about speed? He's not even moving!
Motorcycle, Family



It's about falling off your bike – but they've flipped it around; instead of the rider hitting the road, the road is hitting him
Motorcycle, Pre-Family

- Furthermore, riders are quick to assume other factors are at fault rather than their own speed;

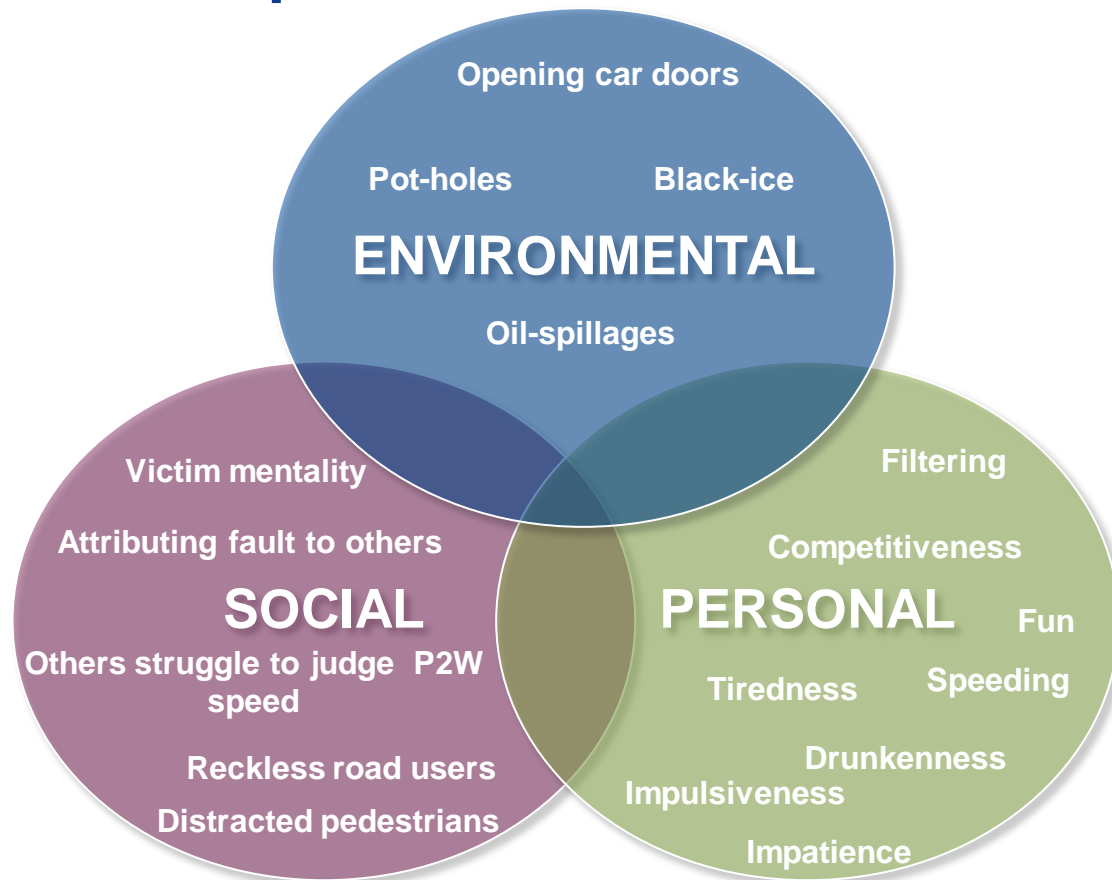
Most accidents are caused by cars drivers not paying attention
Scooter, Pre-Family

I hit a pedestrian – he broke his leg in three places. He was wearing headphones, not paying attention and stepped out right in front of me! I told the insurance company it wasn't my fault. **Motorcycle, Pre-Family**

- Whilst a speed message is delivered in the end line, it is not seen anywhere else in the ad. Therefore, to take a speed message, riders have to make a leap

A need for a more directive approach to talking about speed

Riders view their speed within the context of many other factors



Riders believe many risks are beyond their control and are quick to apportion blame. Any ad will have to work hard to encourage riders to isolate speed as a factor.

Some opt-out because they feel that a speed message is not relevant to London

- London congestion can give riders an opportunity to reject speed messages, on the grounds that it is 'too busy to speed in London'
- This can be compounded by the belief that scooters have insufficient power to speed
 - Particularly in comparison to motorbike riders, who are perceived to be more likely to speed

It's pretty much impossible to speed in London, it's so bloody congested
Scooter, Pre-family

These are aimed at people with superbikes. My scooter can only go 60mph!
Scooter, Family

This is aimed at the guys with mega-bikes
Scooter, Pre-family

Particularly true of scooter riders; demonstrating risky behaviour from rider's POV focuses on their experience rather than the style of bike

Familiar speed-related scenarios could be used to encourage reflection and opt-in

- The most familiar speed scenarios involve riders having insufficient time to respond to unexpected external factors;
 - Car/bus pulling out without indicating
 - Car/bus stopping unexpectedly
 - Vehicle pulling out from side-road (possibly misjudging rider's speed)
 - Distracted cyclist veering into rider's path
 - Pedestrian stepping onto the road unexpectedly
 - Dog running onto the road unexpectedly
 - Riding too fast, unable to see obstacle on the road (drain)

- Whilst riders can recognise that reducing their speed would allow them more time to respond to unexpected events, their first response is often to blame the external factors

- A small number of scenarios were raised, in which riders believed their speed was the key factor;
 - Approaching a roundabout at speed - trying to nip ahead of an oncoming vehicle
 - Riding too fast in wet conditions
 - Quickly weaving between lanes

I was tearing down the road - 65mph, and this guy in a Jag pulled out of his parking spot. There wasn't enough room for me to break. I smashed my knee on his car
Motorbike, Pre-family

Sometimes I go too fast into a roundabout, I think I can nip in front of the oncoming car, but it can get a bit close! **Motorbike, Family**

Shock-factor enhances emotional engagement

- Riders respond to ideas that have an element of shock-factor, which enhances emotional engagement and can prompt reappraisal of their riding style
- Explicit crash scenes have high impact
 - Particularly evident in 'The Ride' which has the double shock-factor of a rider falling off their bike and being hit by the truck
- However, there are other means to create 'shock-factor' and dial up the emotional response to ads through visual and auditory means, without showing a crash, including;
 - Evoking a visceral response to risk-taking (physiological responses in What Happens)
 - Screeching brakes and hospital noises

When you see a big crash it really drives it home. They're the ads you remember
Scooter, Pre-family

When you hear screeching brakes it takes you right back to the times when you've had a near miss. I can totally relate
Motorcycle, Family

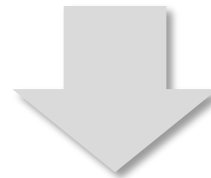
Response to the creative ideas

*What's working
and watch-outs*



Introduction to evaluation

- As none of the ads clearly communicated a speed reduction message they cannot be directly evaluated against the success criteria
- Therefore in this section we have explored the ads against three core aspects of the success criteria without the issue of speed factored in, in order to provide clear direction;



Reappraisal of risks
(without opt-out)

Reappraisal of how they ride

Motivates behaviour change

What Could Have Been: What's Working – Dual outcome illustrates a choice

Reappraisal of risks (without opt-out)

Clearly communicates risk
VO explicitly communicates the consequences of taking risks. Eg fracturing spine or breaking neck

Shock factor
Impact of severe physical injury and hospital scenario

Reappraisal of how they ride

Shows familiar context
Familiar London roads (with other traffic) enhances engagement (not just speeding down motorway)

Emotionally engages
Family scenario prompts reflection on what audience has to lose, and emotionally engages riders with the consequences of dangerous riding

Motivates behaviour change

Empowered to take action
Dual outcome puts risk in context and communicates that riders have a choice in how the events unfold

Loss aversion
Desire not to miss out on life and everyday pleasures

Clear comprehension
Leading with risky behaviour, followed by emotional outcome - clear link between risk-taking and potential injury/loss

Idea of duality is quite powerful.
Scooter, Family



It involves kids and family who you leave behind, so it's a bit more personal.
Motorbike, Family



It makes you realise life could change in a split second.
Motorbike, Family

It makes you feel sad, but it also makes you feel happy because there are two parts to the story
Scooter, Family

What Could Have Been: Watch outs

Reappraisal of risks (without opt-out)

Consequences dialled up

Negative consequences of reckless riding may be lost amidst the happy family images (implies that reckless riding has no consequences)

At the end of the night he's tucked up in bed with his wife. Looks like a pretty happy ending to me!
Motorbike, Family

Reappraisal of how they ride

May opt-out of family scenario

Whilst family scenes are very powerful for older audiences (both those with and without families), the younger audiences struggled to relate to these scenes

I don't relate to it...he's got a family and I don't
Motorbike, Pre-family (25-35)

Motivates behaviour change

Single risk scenario

If only one scenario is shown, riders may only link risk to this behaviour. Risk of opt-out if riders cannot relate to risk behaviour shown

Cognitive process

Many voiced preference for visual portrayal of dual outcome (not just VO). Deemed to increase comprehension and impact



It would have more impact if you show the alternative. Like 'Sliding Doors' - flicking between the two.
Motorbike, Pre-family

Dialling up the consequences of speed may further motivate riders to slow down

What Happens: What's Working – visceral response taps into vulnerable rider feeling

Reappraisal of risks (without opt-out) **Reappraisal of how they ride**

Matter-of-fact
Facts about 'puncturing eyes' give matter-of-fact account of the risks of riding

Project into ad
Ambiguous scenario may allow audience to project personal experiences into the ad

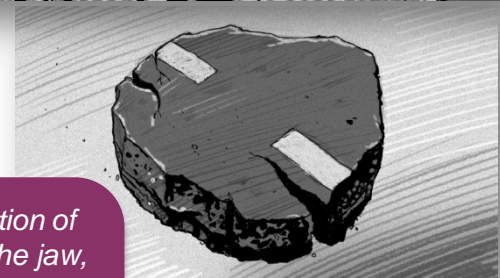
Relatable experience
Highlights the physical response to danger, which many riders can relate to; pounding heart, clenched jaw and closing eyes

Embeds in riding 'feeling'
Visceral response, prompts reflection on their own riding behaviours



Words like 'puncture' with regard to your eye, don't sound too pleasant
Motorbike, Family

I found it quite hard-hitting, there's a real sense of what's impending
Scooter, Family



Captivating ambiguity
Ambiguous scenario (absence of a bike and helmet) was captivating for some, who tend to 'switch off' during speeding ads

Motivates behaviour change
Protective instincts
Evoking visceral response heightens protective instincts

I like the description of the clenching of the jaw, I remember all that, I could relate to it, your body goes into 'protect mode'
Motorbike, Family

It draws you in, because you're trying to figure out what's going on
Scooter, Pre-family

What Happens: Watch outs – abstract execution can be hard to decode

Reappraisal of risks (without opt-out)

It doesn't make sense to use a bit of tarmac. It'd make more sense if it was a car
Scooter, Family

Abstract scenario → opt-out
 Struggle to relate to a situation in which a chunk of tarmac would fly through the air

Unrealistic responses
 Riders struggle to relate to some of the physiological responses; dilating eardrums and raising hands to face

I don't really care if my inner-ear dilates, it's not something I'd ever be aware of
Motorbike, Family

Reappraisal of how they ride

No risk scenario
 Execution does not portray a risk behaviour, therefore difficult for riders to recognise their own behaviour

Motivates behaviour change

Required action is unclear
 Potentially unclear from visuals/concept what riders need to do to minimise their risks

If you have a near miss on a bike you wouldn't put your hands in front of your face, you clench the handlebars even tighter!
Scooter, Pre-family



He's not wearing a helmet – it's just not realistic
Motorbike, Pre-family

Warning Signals: What's working – engages rider in the experience

Reappraisal of risks (without opt-out)

Showing specific scenarios
Helps communicate the risky behaviours which lead to a crash

Depicting a crash
Clearly communicates the consequences of taking risks – screeching tyres and crunching metal prompt emotive response

The bit where you heard the screeching caught my attention
Motorbike, Pre-family (25-35)

Reappraisal of how they ride

Rider POV: easy to project into
Hooks riders with the thrill of riding, allowing audience to project themselves, their bike & their experiences into the ad

I like the idea of a helmet-cam. It's realistic. It captures your interest because you can relate to it
Motorbike, Family

Motivates behaviour change

Defensive riding
Reflection on past near misses, encourages more defensive riding to protect against the risks posed by other road users



It's like you're telling yourself what you're doing... and you're more likely to listen to yourself
Scooter, Pre-family (19-25)

Warning Signals: Watch outs – riders struggle to decode and process the message simultaneously

Reappraisal of risks (without opt-out)

Message comprehension

Warning light often associated with mechanical problem, which can prompt opt-out

There's something wrong with the bike – it needs oil. So I'd pull over and sort it out

Motorbike professional

Reappraisal of how they ride

Opt-out of responsibility

Easy to attribute risky situations to other road users

Specific scenarios

Potential for opt-out if riders don't relate to specific behaviours

You only get a few people that ride like that
Scooter Family

Motivates behaviour change

Decode retrospectively

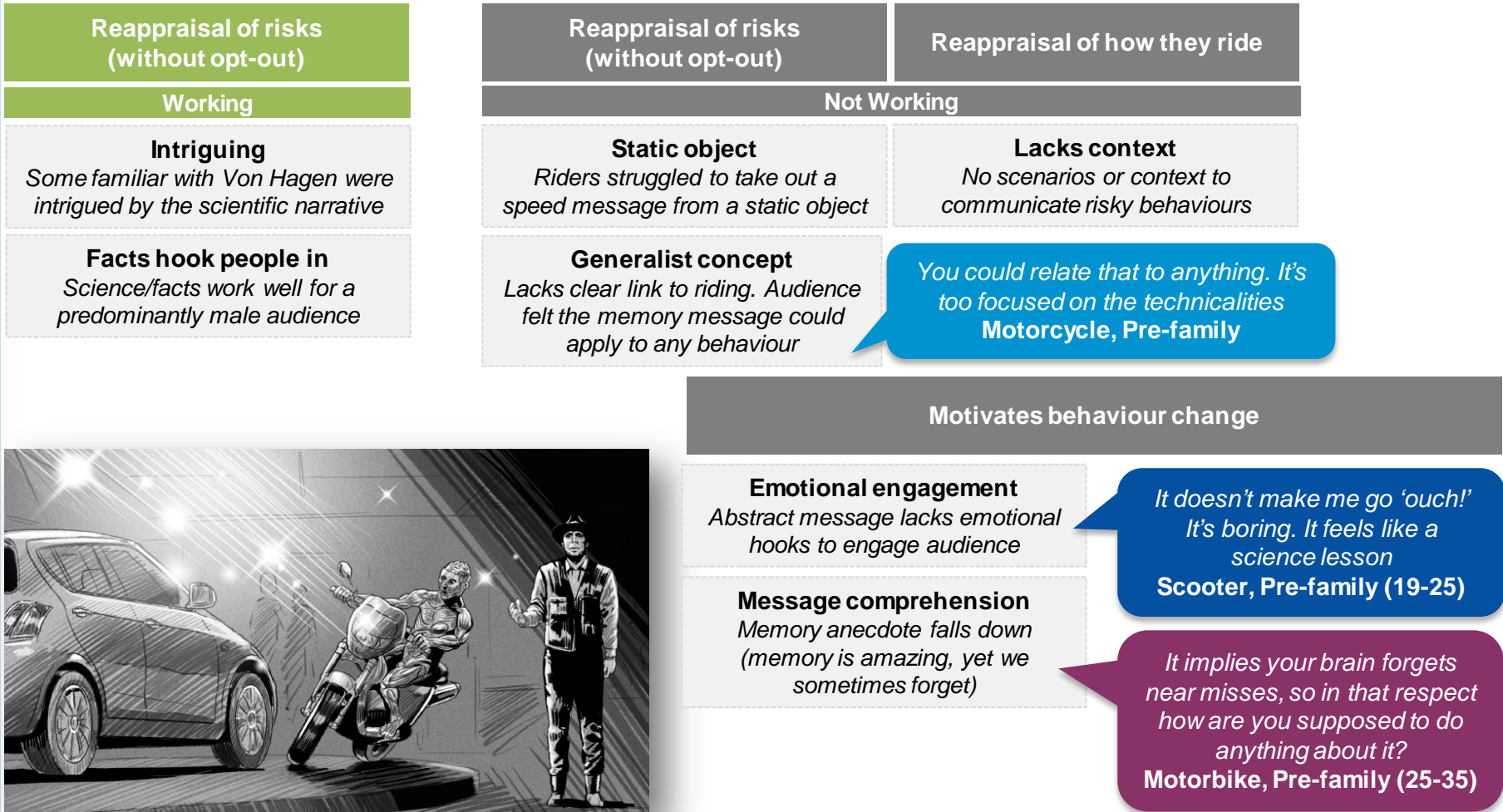
'Warning light' is not clear, therefore many don't realise something is wrong with their behaviour until the end of the ad. Riders must reflect back to decode what happened (particularly challenging for an audience that doesn't want to engage)

It took me a while to figure out what was going on with the light

Scooter Pre-family (19-25)




Body Worlds: Lacks context and emotional hooks



Near misses are interpreted within a broadly risky environment and often are not linked to speed

- Riders often 'resolve' past near-misses by attributing fault to other road users, environmental factors, and the general risky nature of P2Ws (to resolve cognitive dissonance)
- As such, the end line 'remember your last near miss' struggles to focus the audience on ways in which their own riding behaviour (and speed) contributed to the event




Remember your last near miss.

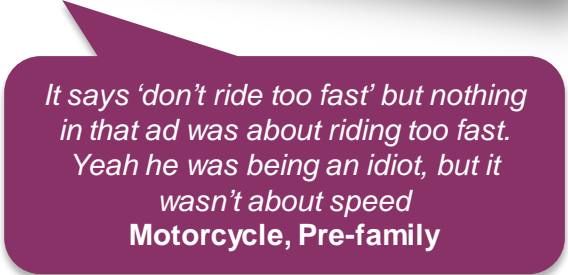
Opportunity for end line to deliver stronger directional message to prompt speed reduction

Riders struggled to link the CTA to the creative ideas shown

- As a speed reduction message was not taken out of the creative ideas, there was a perceived disconnect between the ad and the end line 'Think! Don't ride too fast'
- When explored in isolation, riders understood the 'too fast' end line to be about relative speed, rather than speeding per se
 - A scenario about relative speed is required for the end line to be relevant



Think!
Don't ride too fast.



It says 'don't ride too fast' but nothing in that ad was about riding too fast. Yeah he was being an idiot, but it wasn't about speed
Motorcycle, Pre-family

TAC: *'Accident Reconstruction'*

Learnings from 'Accident Reconstruction'

- Showing speed as the discernable factor between two outcomes (crash vs near miss) engages riders, and empowers them to think about this in the future
- Explicitly targeting speed ensures clear take-out and reduces opportunity to blame to others
- Opening on the negative outcome helps riders engage with the message from the outset

I like that it's such a marginal amount. Just 8km/hour, that's 3mph, it's nothing.
Scooter, Pre-family (19-25)

It's a single message, it's really clear; slow down to increase your change of survival.
Motorcycle, Family

Reversing it works well. You know it's bad news from the very beginning
Motorcycle, Pre-Family



TAC: *'The Ride'*

Learnings from *'The Ride'*

- Recognising and acknowledging the general feelings and risks associated with riding helps engage audience that are reluctant to engage with a speeding message
- Visceral 'shock factor' is powerful for engagement and motivating behaviour change
- *Watch Out*: Riding behaviours that are too extreme may cause opt-out

To say 'take no risks is nonsense', especially if you live in London, so 'reduce' the risks is more realistic
Motorcycle, Family

You can't just have near-miss. There has to be punishment at the end
Scooter, Pre-family

I ride quick, but even I wouldn't do what he was doing. It's too extreme
Scooter Family



Points for consideration

Points for Consideration

- Showing speed as the discernable factor between two outcomes engages riders, and empowers them to think about their speed in the future
 - Clear focus on speed reduction is required to get riders to reappraise their speed
 - To address speed, the concepts need to be more explicit, focussing on familiar, unequivocal 'speed' scenarios
 - The ads could work equally well if it was decided to communicate more general defensive riding
- Near miss concept is familiar/ emotive, but focussing on past near misses doesn't prompt reappraisal of own behaviour
 - There may be a need to reconsider the end line to deliver a stronger call-to-action
- Starting with the negative outcome/risky behaviour (with no ambiguity) helps riders to engage and evaluate risks
 - Explicitly showing negative consequences motivates behaviour change
 - Risk of opt-out if risky behaviours have no consequences (Eg *WCHB*: Impact diluted by seemingly 'happy ending')
 - If only one speed scenario is shown, riders may only link risk to this behaviour, and potentially opt-out if they cannot relate to risk behaviour shown. (Potential to show multiple speed scenarios to maximise resonance and reduce opt-out)
- Embedding the *feeling* of riding into the message optimises engagement;
 - Showing relatable scenarios (most effective from the riders POV)
 - Visceral response to risk/vulnerability
- *Shock factor* helps emotional engagement and motivation;
 - Highlighting what is at stake from riding too fast (loss aversion)
 - Tapping into the visceral experience of feeling vulnerable

Appendix

Methodology and sample:

8 x 1.5 hr focus groups with non-professional riders

Group	Target audience	Life stage	Where cycle	Claimed risk taking behaviour	Riding attitude	Gender
1	Motorbike riders (50-700cc)	Pre-family (19-25)	Mixed Inner and Outer London	Very high-risk	<i>Look at Me</i>	Male
2	Motorbike riders (50-700cc)	Pre-family (25-35)	Outer-London	Very high-risk	<i>Look at Me</i>	Male
3	Motorbike riders (50-700cc)	Family	Inner-London	Very high-risk	<i>Look at Me</i>	Male
4	Motorbike riders (50-700cc)	Pre-family	Mixed Inner and Outer London	Moderate risk	<i>Mix of Performance Hobbyists and Performance Disciples</i>	Male
5	Motorbike riders (50-700cc)	Family	Inner-London	High-risk	<i>Mix of Performance Hobbyists and Performance Disciples</i>	Mixed
6	Motorbike riders >700cc	Family	Outer London	Low-risk	<i>Mix of Performance Hobbyists and Performance Disciples</i>	Male
7	Scooter riders <125cc	Pre-family	Outer London	High-risk	<i>Mix of Look at Me and Car Aspirants</i>	Male
8	Scooter riders (<125cc)	Family	Inner-London boroughs	Road risk to fall out naturally	<i>Car Rejecters</i>	Mixed

1 x 1.5 hr focus group with professional riders

Group	Target audience	Life stage	Where cycle	Claimed risk taking behaviour	Riding attitude	Gender
1	Professional motorbike riders >125cc	Mixed (natural)	Mixed Inner and Outer London	Moderate to high-risk	Mixed (natural)	Mixed (natural)

Research conducted by 2CV on 21st, 22nd, 23rd and 24th of January 2013

NB: Group 1 was run twice due to recruitment issues with the first group