

**Teen Road Safety
communications
development**

08097

January 2009

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Research conducted by 2CV

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Introduction to the research

Background

- This document presents the third piece of research concerning Teen Road Safety undertaken by 2CV for TfL to date.
- Previous exploratory research by 2CV in 2008 uncovered interesting dynamics in teenagers decoding of current road safety communications. Whilst the current campaign has enjoyed high recall and a good performance on a number of key diagnostic measures (recall, style, impact and messaging) the research found that there was clear opportunity to re-angle the campaign for greater impact.
- More specifically insights arising from the research suggested that developments to the campaign could help the communications live beyond the moment of viewing/consideration towards behaviour and attitude change.
- In December 2008 a range of propositions / territories developed by M&C Saatchi were explored with the target audience and identified the territory of 'friendship as being most motivating and resonant with teenagers
- This project explores three creative executions that were developed for this motivating territory.

Research Objectives

- *To explore the three creative executions with the target audience*

- *Evaluate the ideas on the basis of their effectiveness across core areas:*
 - *Message / comprehension*
 - *Relevance / engagement*
 - *Acceptance of message*
 - *Motivation to change / lasting impact*

- *Provide guidance for development of the communications*

Approach and Sample

- 6 x 1 hour focus groups were conducted on Thursday 8th January 2009
 - Six respondents per group, recruited as friendship groups
- All groups moderated by Richard Pickering & Kat Jennings and were viewed by members of the M&C Saatchi team

| Group | Gender | Age | SEG | Location |
|-------|--------|-----------------------|------|----------|
| 1 | Female | 13-14years (year 9) | C2DE | Croydon |
| 2 | Female | 14-15 years (year 10) | BC1 | Croydon |
| 3 | Male | 11-12 years (year 7) | BC1 | Croydon |
| 4 | Male | 13-14years (year 9) | C2DE | Barnet |
| 5 | Male | 14-15 years (year 10) | BC1 | Barnet |
| 6 | Male | 14-15 years (year 10) | C2DE | Barnet |

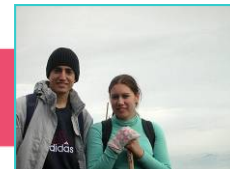
Context to response

The teen audience is disparate



Gender

- Boys and girls can be worlds apart in terms of attitudes and interests:
 - Girls mentally more mature than their male counterparts
 - Girls spend their lives ‘talking’ about the issues they encounter and analysing their lives
 - Boys much more focussed on socialising through activities and ‘hanging out’ without focus on unpicking emotions and social interactions



Age

- Developmentally, the teenage years represent a rapid progression – each year is dramatically different from the last:
 - Socially, physically and intellectually variation between the age groups is dramatic
 - Younger boys (11-12 years) are particularly ‘young’ in this sense and struggle to think conceptually

The challenge facing any campaign is to speak to this audience as a whole

However, common themes unite the audience

Friends

Social Life

*Living in the here
and now*



Family

*Aspiring for
independence*



School

*Dreams of the
immediate future*

Access points for gaining relevance and worth with all teens

The 'Knowing-Doing' gap

Teens 'know' how to be safe

- Road safety is communicated via a number of sources and strongly associated with primary school

- Any campaign needs to bring existing knowledge to action amongst teens
- Communications therefore need to be:
 - Specific for teenagers
 - Emotionally relevant
 - Motivate sustained behaviour change

'We know what to do, I remember the Hedgehog song from the other ad [group starts singing song from ad]'

13-14 year old girl

Any campaign needs to have lasting impact and resonance to succeed

**Guidelines for creative development
– The overarching themes**

What we showed in the groups

- Three different creative routes were presented and rotated in order across the group

If you get hurt your friends get hurt

- 2 x posters
- 1 x online application for social networking sit
- 1 x online ad

Don't miss out

- 3 x poster
- 2 x radio executions (1 in each group, relevant to gender)

Best friends are hard to replace

- 2 x posters (1 in each group, relevant to gender)
- 1 x side by side placement posters
- 1 x cinema ad
- 1 x online
- 2 x radio executions (1 in each group, relevant to gender)

In evaluating the ideas, some core elements emerged that are likely to help ensure a successful campaign

TRUE INSIGHT OF FRIENDSHIP

- Delivers on brief and focuses on important and relevant 'friendship' stories

CLEAR AND DIRECT MESSAGE

- Immediate message which requires little analysis / interpretation from the teen

DELIVERS LASTING IMPACT

- Generating gut reaction & image that teens hold in their minds

PRESENTS RELEVANT CONSEQUENCES

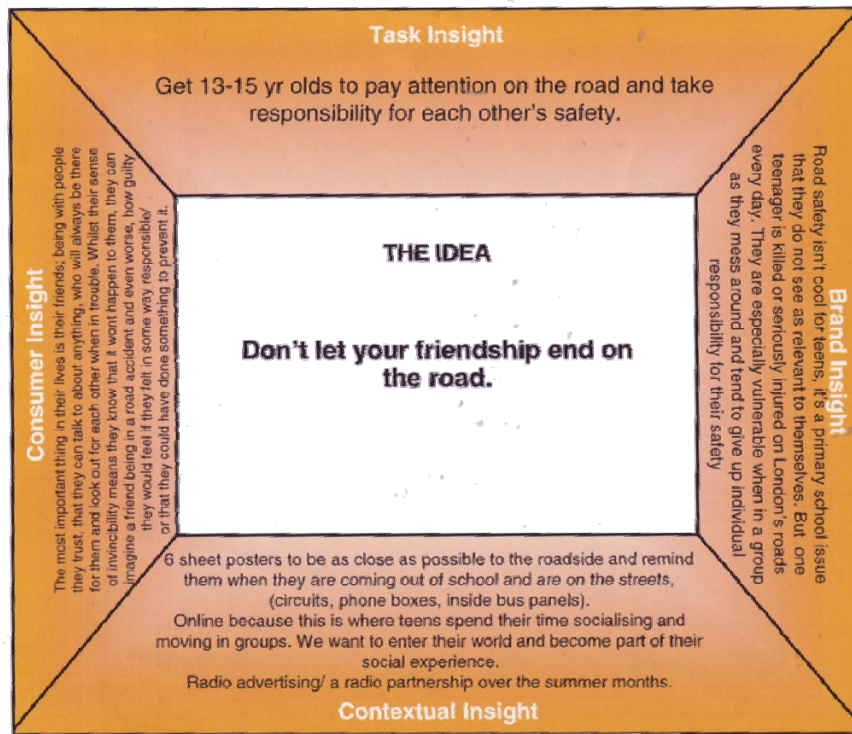
- Makes the losses that matter to this age group a real and present consequence of road safety

ILLUSTRATES TEEN FAULT

- Is very clear that teen is at fault in the accident as opposed to drivers

Some strong aspects of the different executions

The overall insight behind the campaigns is spot on



TIL DDBYL – Teen road safety

- *Friendship is of pivotal importance to the whole of the target audience*
- *Represents both emotional and physical security to teens*
- *Trends and ideas live and die according to the group attitude*
- *Generates a sense of collective responsibility for road safety – a group commitment rather than a personal choice*

Ideas that deliver on the brief – friendships can be lost on the road – generate a high level of resonance and engagement

A clear and direct message is important

- The message must be immediately apparent and incontestable:
 - Given any opportunity to reject or ignore the message and teens will
 - Messages that cut through the need for intellectual analysis by delivering on an emotional level work well to improve consideration

- Conceptual devices / highly visual executions may seem impressive and engaging to teens but can cause comprehension issues
 - Particularly for younger teens who struggle to decode more complex conceptual imagery

- Ideas that issued an instruction within the message seemed most likely to deliver behaviour change
 - Coupling this instruction with a strong 'emotive' hook avoids the message coming across as patronising and being dismissed

Teens are keen to find any excuse to reject, so messages that are immediately engaging and emotionally captivating work well

Greatest impact is achieved by leaving a lasting impression

- The best performing ideas were seen to leave a lasting impression of an image and/or story that teens can hold in their heads, to do this it needs to work on two levels:

Enables projection



Imagery that lasts

- The ad needs to encourage them to project themselves into this image at the moment of viewing:
 - Reflect on own current behaviours ... *“what I/we do could lead to this”*
 - Prompt reappraisal of behaviour
- Image / story needs to be strong to facilitate ‘flashback’ memories when making poor decisions:
 - Create an imaginary personal consequence for them that they recall
 - Needs to be realistic and grounded in the teen world
 - Needs to deliver relevant and motivating consequences

Achieving a response lasting beyond the moment of viewing hard to achieve but has the potential to generate a ‘gut’ reaction that can be invoked at a later date

Teens only care about what they think is important – therefore consequences need to be demonstrably relevant

- Ads need to demonstrate real and relevant consequences that motivate change:
 - Not necessarily literal depiction of blood and gore, although boys in particular like more gruesome imagery
 - Need to see how bad it could be making loss of 'life' relevant to them ... otherwise they won't consider how the ad relates to them
- The loss of friendship, either as the victim or mourner, focuses on the relevant elements that makes teens want to live – their daily hopes and worries:
 - Loss of immediate quality of life makes teens consider what they really have to lose
 - Friendships and 'the group', dating & relationships, parties and social networking, shopping, having 'fun', sporting successes and ambitions, family

It makes you think of your family and how awful it would be if you got hurt

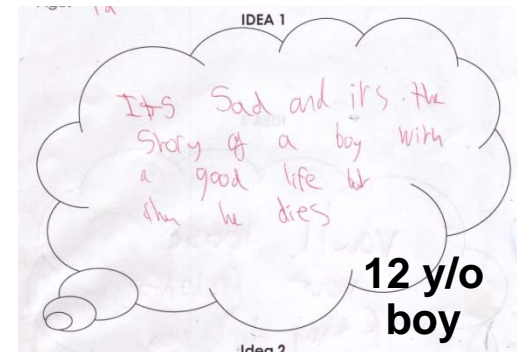
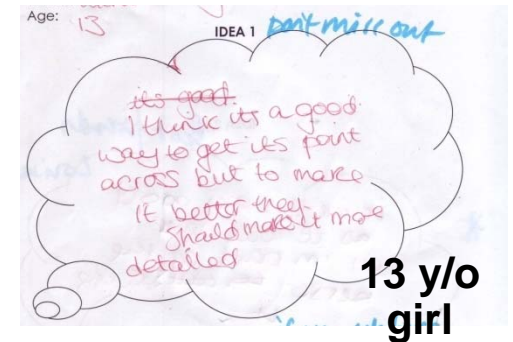
That's deep man, you don't think about that stuff when you're crossing the road, it's hardcore

Their day to day lives and desires are central to the target audience's life and presenting this loss is extremely motivating

Ads still need to clearly demonstrate the teen at fault

- Majority of road safety messages still aimed at drivers and teens look for any semiotic & semantic elements of the ad that can re-angle the blame
 - As we have seen in previous research teens will take any opportunity (often subconsciously) to blame others whilst decoding the ad *'I think it's aimed at drivers who are dangerous and drink drive'*

- Depicting a car in an ad is potentially a double edged sword
 - Whilst it grounds the message solidly in road safety it also places the 'driver' in the story as the potential perpetrator
 - Linguistically as well the end line used in the ad can affirm or deny the teen versus driver responsibility



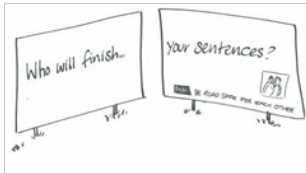
Any ambiguity can again lead teens to opt out

Evaluating the three routes

Overall performance of ideas



Top Performers



'get hit and...'
radio

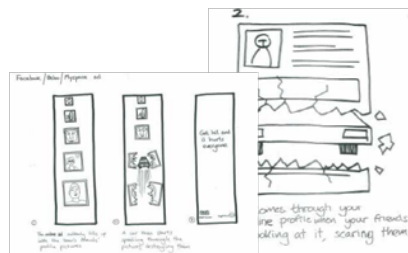
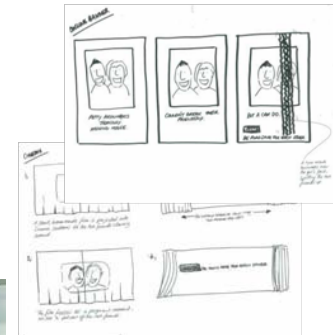
FROM MESSAGE
YOU SHOULD BE ABLE TO SEND YOUR MESSAGE TO THE RADIO...
...
Don't do before you're dead

'best friends'
radio

Missing Joe
We're in church. Coughs and shuffles echo. Some distance away, a teenage boy speaks from the lectern. He's nervous and uncertain, but he's been told to speak up.

Missing
When they put me in goal yet you were in the back when you offered to swap. When I asked who wanted to download my ringtone, you broke the silence. (You never used it though.) When I lost my calculator the day of the test, you lent me yours. And when somebody had to tell me about my so-called talent that blatantly wasn't so cool, you were the somebody. You were there for me, Joe. But when you ran across the road, I wasn't there for you. And now you're not there for me any more."

VO: "Always be there for each other. missingyoupe.com"

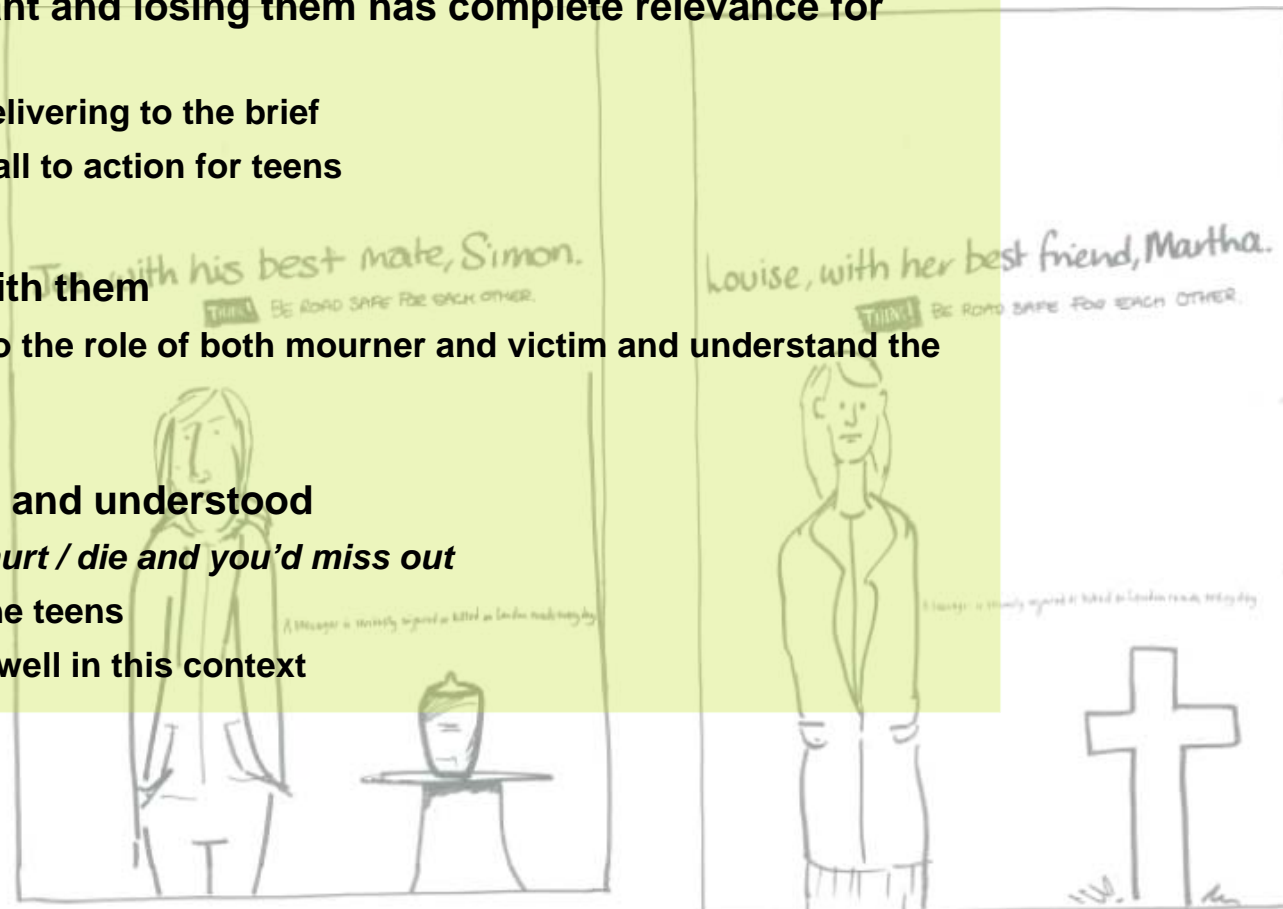


Top ideas are on brief, have a clear and lasting message and are very emotive for teens

'Best friends are hard to replace': a powerful route

Overall

- Friendships are crucially important and losing them has complete relevance for teens
 - This idea is spot on in terms of delivering to the brief
 - Delivers a relevant and emotive call to action for teens
- An emotional impact that lasts with them
 - Teens can project themselves into the role of both mourner and victim and understand the consequences
- Overall, message easily decoded and understood
 - → *you or your friends could get hurt / die and you'd miss out*
 - Places responsibility clearly on the teens
 - Instructional call to action works well in this context



Radio is emotionally the strongest execution of all

- A very potent message that hammers home the consequences in an emotional and engaging way
 - Feels very relevant – teens can be quite melancholic and can imagine funerals as relevant to themselves and others
 - All the references to teen life are appropriate & focus in the here and now that is so important to teens

- The ‘eulogy’ setting is quite traumatic and engenders a sense of guilt
 - Presents clear reference to the ‘moment’ of the accident & places the teen at fault - they let their friend down
 - Can imagine having to explain what happened to friends and parents

- Goes some way to help bridge the knowing / doing gap
 - It is in their power to do something about road safety
 - Emotively demands an action to minimise feelings of guilt / discomfort

"Missing Katie"

We're in church. Coughs and shuffles echo. Some distance away, a teenaged girl speaks from the lectern. She's nervous and uncertain, but she's been told to speak up.

"Katie,

When Mrs Hawkins called me out in front of the class, you stood up for me.

When the twins tried to cut me out of the group, you cut me back in.

When I broke up with Jack, and when I so nearly got off with Charlie on the rebound, you were the one who said hell-o.

When I painted my room purple, you said you liked it, because I'd already done it.

Katie, you were there for me every time.

Then when you stepped off the kerb without looking, I wasn't there for you.

Now you're not there for me."

VO : "Always be there for each other. missingyoukatie.com"

"Missing Joe"

We're in church. Coughs and shuffles echo. Some distance away, a teenaged boy speaks from the lectern. He's nervous and uncertain, but he's been told to speak up.

When they put me in goal yet again, like they always did, you offered to swap.

When I asked who wanted to download my ringtone, you broke the silence.

(You never used it though.)

When I lost my calculator the day of the test, you lent me yours.

And when somebody had to tell me about my so-cool t-shirt that blatantly wasn't so cool, you were the somebody.

You were there for me, Joe.

But when you ran across the road, I wasn't there for you.

And now you're not there for me any more."

VO : "Always be there for each other. missingyoujoe.com"

‘missingyoujoe.com / missingyoukatie.com’: lacks appeal

- Teens are uncertain what information would be available:
 - Imagine a website collecting memorials from friends and families
 - Potentially educational content

- Can't imagine why you'd go to the website
 - Not their friend
 - Potentially quite a disturbing / upsetting experience
 - Teens know how to be safe so don't need education

- The web address has the potential to detract from the strength of the radio idea
 - Makes it a real (and therefore someone-else's) story
 - Creates barrier to projecting self into the ad

'Best friend' poster has strong emotional impact

- An immediate gut reaction to the fact that the friend has died
 - However, the gravestone is a more readily understood visual device than the urn
 - An image that people feel will stay with them

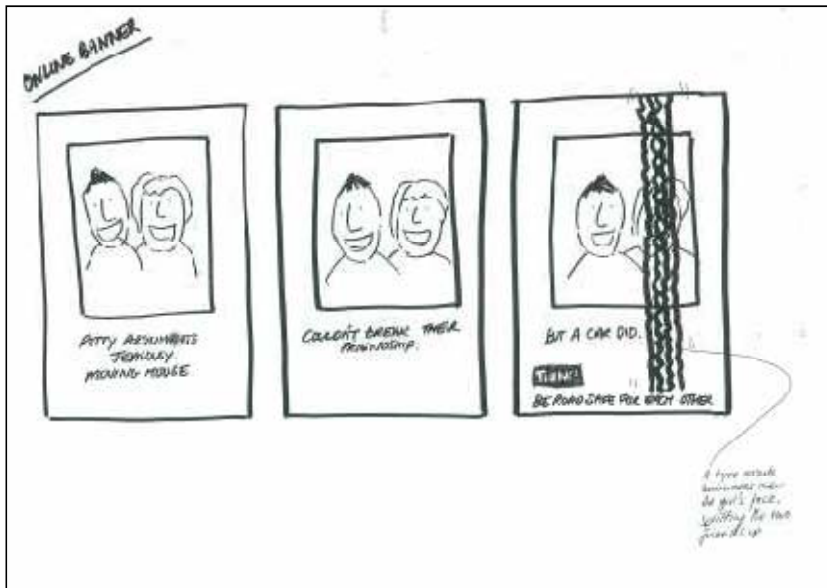
- Statistic makes the message of the advertising irrefutable
 - It could happen to them
 - Works well in this context as a call to action



- *Think!* branding works strongly here to ensure the message is grounded in road safety

- Could the poster work harder to show situations in which you would miss the friend?
 - Allow the teen to visual more easily the consequence
 - Show the gravestone in goal, sitting on a cinema seat etc

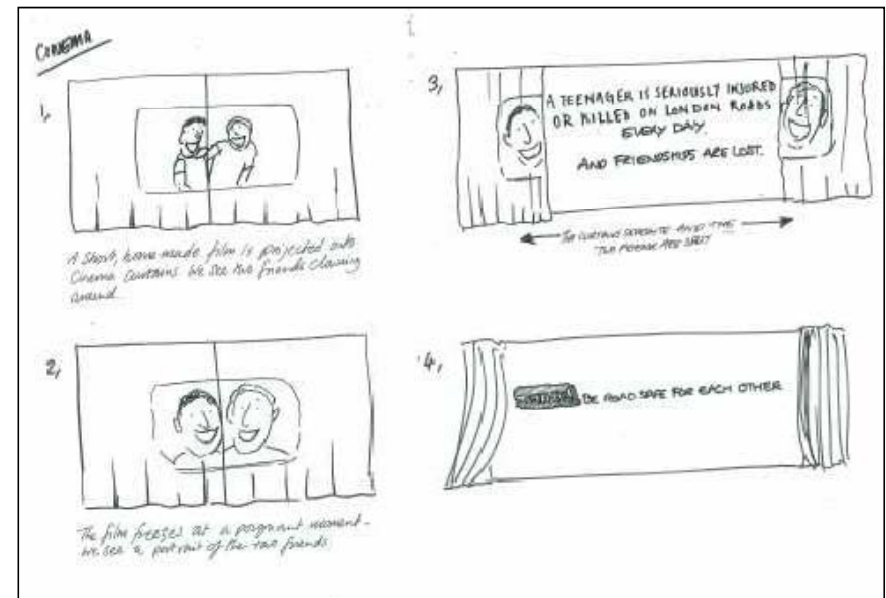
Online ad felt to be relevant to teens with a clear message



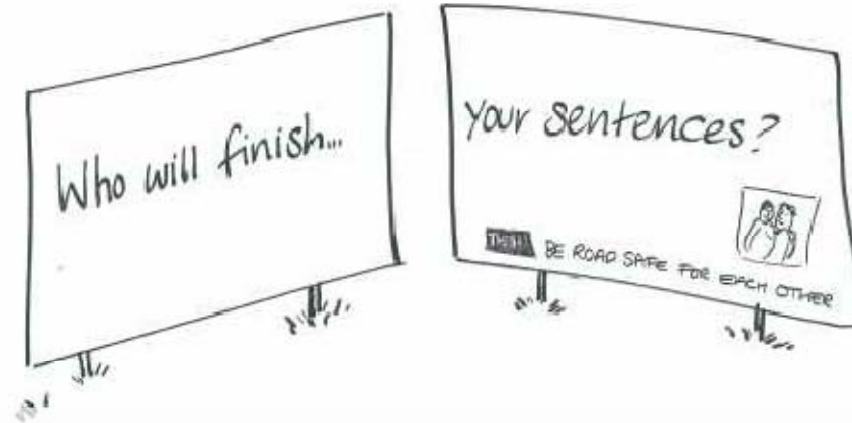
- The message of road safety resounds clearly in this execution
 - The tyre mark and *Think!* make that very clear
- Grounded in the idea of friendship, it helps respondents to imagine the kind of loss they would feel without their friend
 - References to friendship type 'crises' are relevant
- Endline suggests responsibility of teen not driver
- Could the emotional impact be made more literal? (for boys in particular)
 - Show the friend becoming unhappy after the tyre marks appear

Message of the cinema ad is easy to understand, delivered through a medium teens consider to be very relevant

- Teens appreciate the visual device of the two friends separating physically
 - Although this could be strengthened by sad & fading faces as they separate
- Message of road safety is clearly communicated as well as the consequences
 - Setting the statistic in the context of friendships lost makes it more personal
- Across the board, our sample feel that the cinema is the ideal place to target people their age
 - Gives the statistics a sense of seriousness - if in cinema it must be lots of 'us'



Split poster idea causes confusion

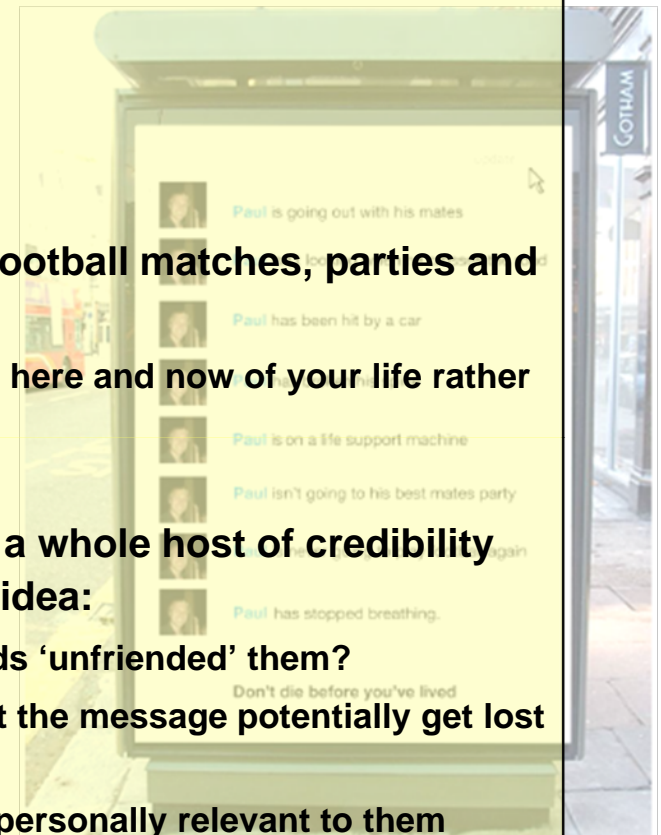


- The message is unclear and hard to decode: *'does it mean who will finish your life for you?'*
 - Message of road safety felt to be too hard to understand from this execution
- For both boys and girls, this execution is not felt to be relevant to their lives
 - Not the kind of thing that their friends do
 - Feels slightly too 'close' when friendships are often more open and group based
- Does not create a motivating sense of loss – unfinished sentences are not enough to live for

'Don't miss out':

Overview

- **Benefits from teens' familiarity with social networking sites**
- **Grounded in the types of activities that are important for teens: football matches, parties and boy/girlfriends**
 - But a slightly different take on the 'friendship' proposition – about the here and now of your life rather than friendship
- **Setting the ad in the technical reality of social networking raises a whole host of credibility and relevance questions that could undermine the impact of the idea:**
 - How does a dead person update their status? Why have all their friends 'unfriended' them?
 - Social networking is a transient and ever changing landscape – might the message potentially get lost amongst their daily interactions with the sites?
 - Route allows teens to take on a voyeuristic role rather than making it personally relevant to them



The social and psychological landscape of social networking

- Some of the challenges facing this route lies in teens' attitudes and behaviours with regards to online social networking:



A heightened relevance to immediate lives, but does it leave messages open to fading into the background?

‘Status updates’ shows the consequences clearly

- High level of recognition of the ‘status update’ device and liked for this simplicity
 - Dynamic movement key to this execution to attract attention, teens feel that if this was a static poster it could be easily overlooked
- Quite an emotionally raw route
 - Builds the suspense from ‘broken spine’ to ‘never walk again’ to ‘stopped breathing’
 - Clearly indicates what they will be missing out on
 - Relevant losses of social life, parties etc
- However, respondents question credibility of how someone’s status could be updated if they were in that condition, and some question why you would want to tell people making it unrealistic and easy to dismiss



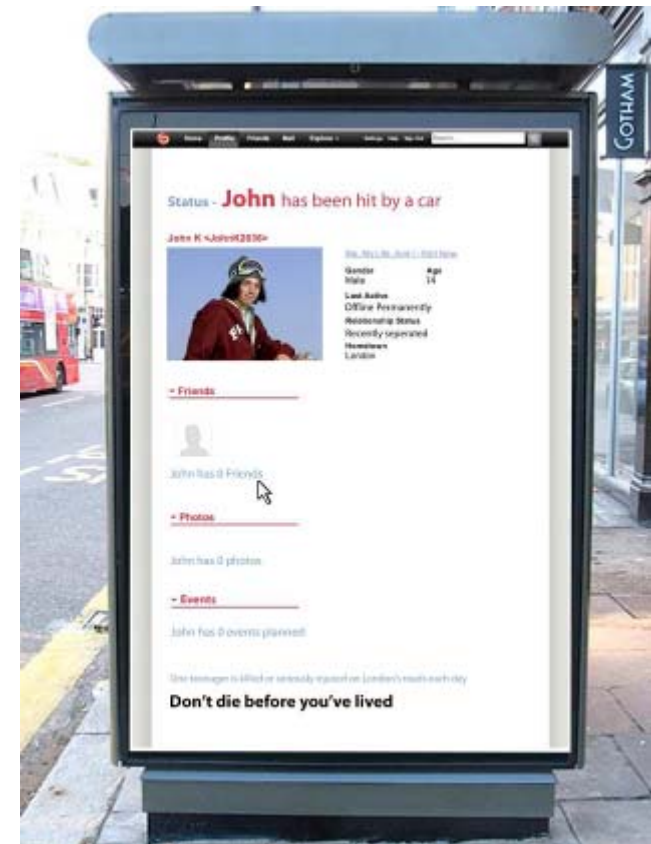
The visual story attracts teens' attention but fault can be ascribed to the car

- Boys in particular appreciate the gruesome images of the body being hit by the car and then on a life-support machine
 - Quite hard hitting and brings consequences to the fore
- However, the images suggest that the fault could lie with the driver, rather than the teen
 - Seeing the collision, teens do not automatically assume it is the teen's fault
- Only the older respondents can clearly understand the visual metaphor of the empty boxes being the things you are missing out on
 - This conceptually brings the DDBYL endline to a more relevant and motivating perspective



Road safety message not strong enough in this execution

- Felt to be one of the least engaging executions
 - Very little to draw their eye
 - Feels like it could be easily overlooked
- Meaning of the ad is unclear for the teens
 - Not an evident road safety message
 - Lacks emotional consequences
- Again, raises questions about the reality of the situation
 - Why did he not upload photos?
 - Where have all his friends gone?
 - Who put the updates on there?



Radio ads take some time to decode

- Both executions play strongly in the territory of friendship and relevant losses
- For both executions, the statistic and end line are essential for people to understand the road safety message
 - Not immediately apparent what ads are for - leave it open to interpretation about why the teen is missing / in hospital
 - Not immediately clear that it is the teens fault
- Situations seem slightly out of kilter with what would really happen
 - 17 messages seems excessive – people would have known before then
 - Girls feel that a teen would not be so comfortable talking to her friend in hospital so glibly – lacks the raw emotion / awkwardness that teens would feel

'GOSSIP'

Girl:

Yeah, then Kylie pulled Dave. He's such a minger. He'd already pulled Katie but she wasn't bothered. Then we went to the party and I met that boy I've been seeing. Nothing happened but we're gonna meet next Tuesday at the BK an we're goin shopping together. My mum said she would take us all bowlin for my birthday next week.

Nurse: I'm sorry but you've got to go now.

SFX: Sound of ventilator. Beep, beep, beep.

Girl: I know you can hear me. I'll come in see you in couple of weeks, alright.

VO: One teenager is seriously injured or killed on London's roads everyday.

Don't die before you've lived

PHONE MESSAGES

AUTOMATED MOBILE PHONE VOICE: You have 17 new messages.

SFX: BEEP

STEVE (About fourteen): Hello, mate, we're all here. Where are you? Film starts in ten minutes. Give us a ring back.

SFX: BEEP

MUM (Forties. And): Ben, it's Mum, just checking what time you'll be home from the cinema.

SFX: BEEP

PAUL: Ben, it's Paul... we're meeting for looke at 10.

SFX: BEEP

MANDY (About fourteen, very keen): Ben, it's Mandy. I can't believe you didn't turn up at the pictures yesterday. What are you like? (She giggles). I'll give you one more chance.

PAUL (Was so trendy this time): Ben, it's Paul again. We were all waiting for you but you didn't turn up mate. We played the game with 10 men. Next time I won't put you in the team.

VO: One teenager is killed or seriously injured on London roads every day.

Don't die before you've lived

SFX: BEEP

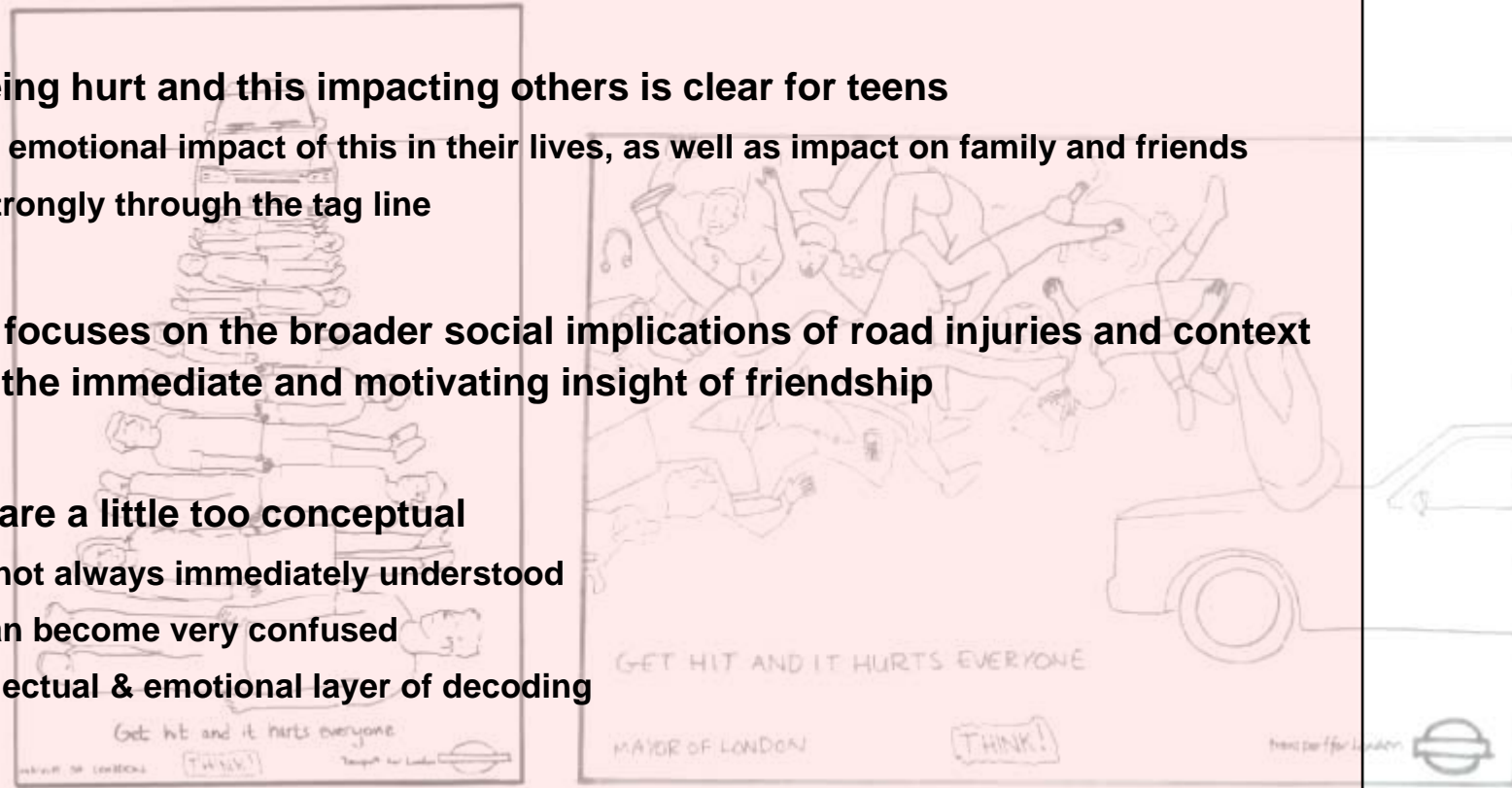
MANDY: (Worried, in tears): Ben, it's Mandy. Where are you?

SFX: Phone dial tone

‘if you get hurt your friend get hurt’:

Overview

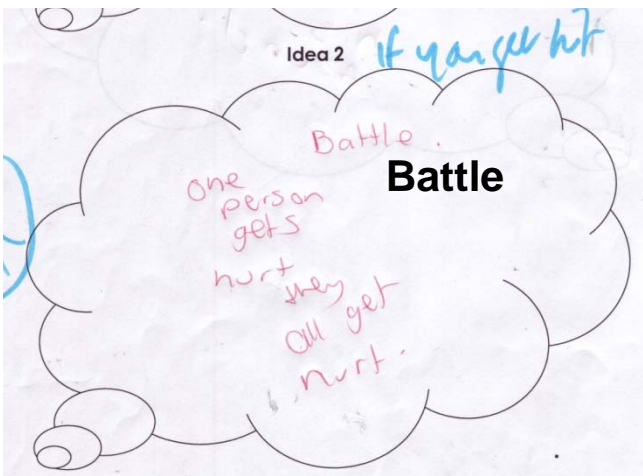
- **The message of being hurt and this impacting others is clear for teens**
 - Can envisage the emotional impact of this in their lives, as well as impact on family and friends
 - Delivered most strongly through the tag line
- **However, this idea focuses on the broader social implications of road injuries and context of loss rather than the immediate and motivating insight of friendship**
- **Poster executions are a little too conceptual**
 - Fault of the teen not always immediately understood
 - Younger teens can become very confused
 - Requires an intellectual & emotional layer of decoding



Posters have high impact but are potentially too conceptual for most of the target audience



- Across the groups, many had difficulty in deciphering the meaning of the ad
 - Wonder why people are lying down in front of cars
 - Do not understand why so many people are flying through the air
 - Images of the animals and football detract from the meaning – ‘does the car swerve to avoid them and hit a child?’



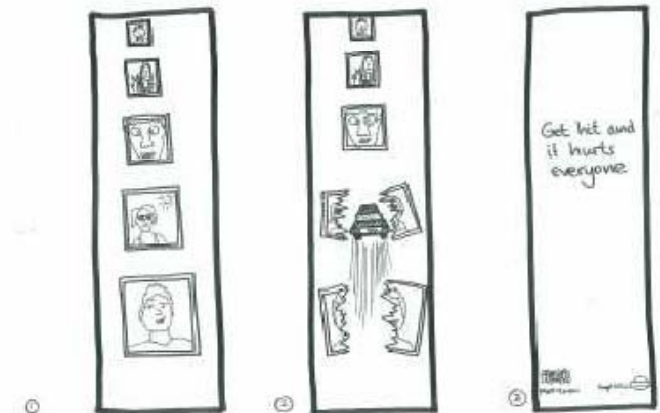
- Current execution allows people to assume that the car is at fault, rather than take out a road safety message

Application and online ad can make car seem at fault not teen

- The fact that the car is smashing up either the profile or image of the teens casts the car as the wrongdoer
 - Quite aggressive / active role for car
- Although people like the idea of a 'shock surprise' on their profile, none admit to wanting to download a road safety application
- The online ad could seem a little strange when people use an image rather than a photo of themselves
 - Becomes comical rather than serious
 - Facebook friends may not be your real 'friends'



Facebook / Bebo / Myspace ad



The online ad suddenly fills up with the teen's friends' profile pictures.

A car then starts speeding through the profile pictures.

Guidance on endlines and branding

End lines must reinforce the idea of road safety

Be road safe for each other

- Clearly about road safety
- A direct instruction
- Creates a sense of emotional responsibility for friends

Get hit and it hurts everyone

- Again clearly grounded in road safety
- Gives the consequences
- Easy to understand
- 'Get hit' can suggest that the driver is at fault

Don't die before you've lived

- Universal recognition and recall from current campaign
- However, no call to action
- Quite conceptual as does not explain how not to die
- Familiarity with tagline can lessen impact 'head before!'

***Always be there for each other /
Stay alive for each other***

- Not clear enough that this is about road safety – can engender thoughts of knife crime etc
- Feels unrealistic – you cannot *always* be around for friends and not clear how you are supposed to stay alive

Think! helps to ground all communications in road safety



MAYOR OF LONDON

- Spontaneously mentioned as being a way of highlighting the road safety message – universal awareness
- Felt to be rooted in road safety and helps to reiterate that the communication is about road safety
- Makes the message feel more relevant to them by rooting the issue of road safety in their locality
- When seen in connection with the statistic works a powerful way of making them think that it could happen to them
- Authority feels relevant in this context
- Engenders some thoughts of public transport in general, but not the same connotations that adults have
- Not immediately relevant to road safety for teens
- However, helps to build a sense of seriousness

Conclusions and recommendations

Conclusions and recommendations

- This round of evaluation confirmed the potential motivation for the ‘friendship’ angle in changing teen road safety behaviours
 - Focuses on a loss that matters
 - Can make it relevant and emotional for teens
 - Framework for the concepts developed by M&C Saatchi seems spot on in terms of the take on the friendship insight
- Evaluation of the ideas identified five key points for guiding development of the most ideal communications:

***TRUE INSIGHT OF
FRIENDSHIP***

***CLEAR AND DIRECT
MESSAGE***

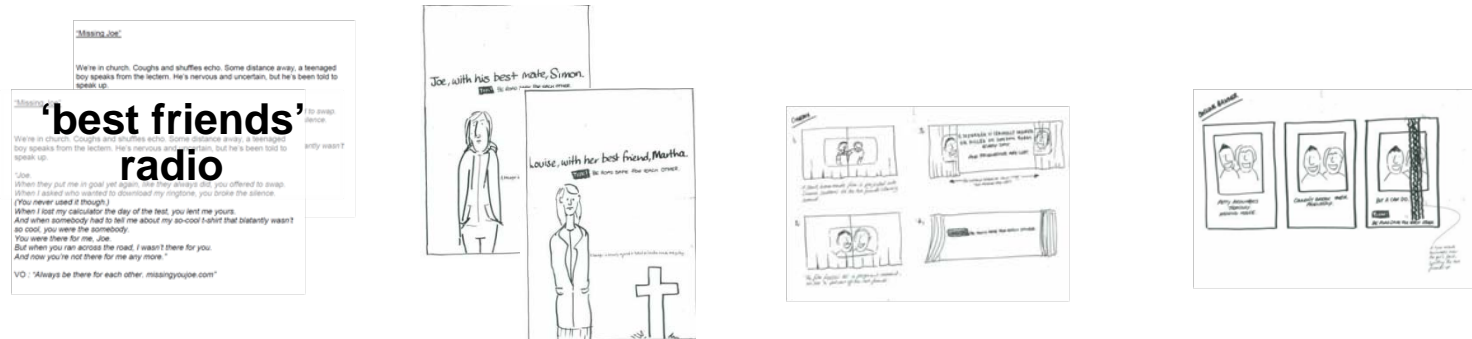
***DELIVERS LASTING
IMPACT***

***PRESENTS RELEVANT
CONSEQUENCES***

***ILLUSTRATES TEEN
FAULT***

Conclusions and recommendations

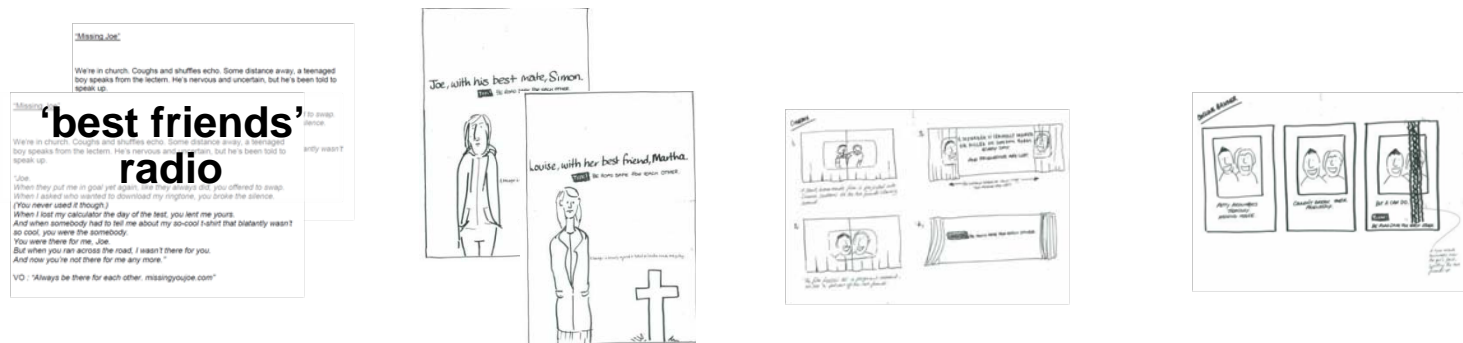
- Through the evaluation of the three routes it became clearly apparent that the 'best friends' route was the strongest performer:



- The idea performed well for a number of reasons:
 - Communication of the 'notness' of friendship – it is one of the most important things in a teen's life and is about being there for each other and living your teen years to the full – not about absence and death
 - Immediate and emotive message
 - Clear call to action & places teen at fault
 - Enables teen to be both mourner and victim

Conclusions and recommendations

- However, the research identified some clear points for development of this execution:



- Use gravestone rather than urn (comprehension issues)
- Root idea in relevant absences in the wake of the death of a friend (e.g. football goal)
- Avoid using conceptual devices
- Instructional tagline (Be Road Safe For Each Other) is a good call to action and places responsibility on the teenager
- Teens unlikely to visit website
- Branding works well – Think! grounds in road safety, TfL and Mayor of London add authority and local feel to message