

RESEARCH SUMMARY

Title	Teen Road Safety communications development
Objective	To inform the Teen Road Safety campaign proposition and advertising development
Date	January 2009
Methodology	Qualitative: 12 x 1hour focus groups with 11-15 year old boys and girls

Key findings:

- Teenagers know how to be safe on the roads but do not always put this knowledge to action (the 'knowing-doing gap'), any campaign needs to be carefully crafted to motivate teens to shift knowledge into action
- One of the key challenges faced is creating communications that engage the entire teen audience which is very disparate: gender differences are significant and teens pass through rapid emotional, social and physical development between the ages of 11 to 15
- However, many common interests do unite this audience and a campaign should be grounded in these relevant areas: friendship; social life; school; family; aspiring to independence; living in the here and now; dreaming of the immediate future
- One territory was found to be especially motivating when communicating with teens – namely '*friendship*' – this platform focuses on a loss that matters and is emotionally relevant and powerful for all the teen audience
- When developing advertising executions upon this platform five key guidelines need to be considered: 1. The importance of friendship; 2. Clear and direct messaging; 3. Lasting impactfulness; 4. Present relevant consequences; 5. Illustrate teen fault
- The best performing creative route '*Best Friends*' performed well on these objectives and delivered an immediate and relevant concept of loss and personal responsibility that prompted teens to re-evaluate their behaviours. However, development points were recommended as part of this research.
- The "Think!" brand was found to be powerful in grounding the communications in road safety whilst the Transport for London branding made the advertising feel authoritative (positive) and local to London

Job number: 08097
