

# RESEARCH SUMMARY

<b>Title</b>	P2W Speed Reduction Campaign		
<b>Objective</b>	To test advertising ideas designed to encourage P2W riders to reduce their speed		
<b>Date</b>	14/02/2013	<b>Agency</b>	2CV
<b>Methodology</b>	9 x focus groups with motorcycle and scooter riders, including 1 x group of professional riders. A mix of SEG, life-stage, and propensity to take risks when riding		

## Abstract

Overall the ads communicate general safety rather than speed reduction per se. Two creative ideas have potential; one highlights that there are numerous outcomes to any accident/ride and the other evokes the visceral *feeling* of riding/taking risks. Both ideas would need to directly focus on familiar speed related scenarios in order to meet the campaign objectives.

## Key findings

Riders take out a general 'vigilance' and safety message, rather than a speed reduction message, from all the ad ideas explored. This is made worse by the fact that riders have a tendency to focus on risks posed by **others**, the **environment** and their **own general riding behaviours**, alongside speed.

Consequently, the ad ideas could not be evaluated against the success criteria and were instead measured against three core aspects of the success criteria, without speed factored in: reappraisal of risks, reappraisal of how they ride, and motivation to change behaviour.

Two approaches were identified as having most potential, but in both cases there is opportunity to dial up 'speed' as a key factor in causing a near miss/accident

- **What Could Have Been** - highlights that there are a number of outcomes for an accident/ride, which motivates riders to reconsider their actions and empowers them to think about risky riding (rather than speed) as the deciding factor between the two scenarios. There is potential for the creative to visually dial up the negative consequences to further motivate the target audience.
- **What Happens** - engages riders with the fear and vulnerability they experience when at risk, and encourages more defensive and

protective riding. However, there is a need for caution as some riders struggle with the conceptual nature of the idea.

To communicate speed, the ideas will need to be more explicit and demonstrate familiar and unequivocal 'speed' scenarios which also show other road users / pedestrians at fault.

The idea of a near miss is familiar and emotive but alone this is not motivating to change behaviour. Principally, this is because blame is often apportioned to other people and factors other than speed. As such, there is a need to make the link between their speed and a near miss clearer.

Showing relatable scenarios from the rider's point-of-view encourages the audience to project themselves into the ad, which increases engagement and reduces opt-out.

Using shock by showing crash scenes can have impact and increase engagement. However, shock can be achieved by other means as well; such as showing a body, sounds of screeching brakes / hospital noises and evoking the visceral *feeling* of risk.

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