

RESEARCH SUMMARY

Title	Cycle Safety communications development
Objective	Exploration of how well the proposed creative ideas communicate that road users should look out for cyclists
Date	November 2009
Methodology	Qualitative: six group discussion sessions including four groups of regular drivers, one group of cyclists and one group of HGV drivers

Key findings:

- In response to all executions, people understood the core message: *the more you look out for something the more obvious it becomes*, and the call to action: *look out for cyclists*.
- The bank job idea had high impact and the message and meaning of the 'oversized' device was clear, but further development needs to take place in order for the idea to bridge the gap between the scenario in the ad and cyclist safety.
- The moonwalking bear ad had high impact and cut through due to the *experience* of the 'trick': the ad has a big pay off and feels unique.
- The radio idea was easy to understand, and the scenario and 'internal dialogue' device highly relevant to the driver. It also had a more powerful emotional consequence as the crash happens as a direct result of lack of attention. The only negatives were minor executional details.
- The simplicity and relatability of the print execution was felt to communicate the message clearly, with the oversized device working well (again with only minor executional issues).
- The online game is relevant and potentially engaging, but may need to achieve greater initial impact to draw attention.

Job number: 09062
