

# RESEARCH SUMMARY

- Title:** Cyclists and HGVs communications development
- Objective:** Pre-testing two creative approaches and provide guidance for development of the campaign
- Date:** May 2010
- Methodology:** Three, one-hour focus groups with six participants in each. All participants normally cycle at least three times per week for both commuting and/or leisure purposes with a focus on journeys at peak hours.

## Key findings

- The two creative routes were called 'Side' and 'Top' for the purpose of the research. The Side route showed a street view of a turning lorry with cyclists whilst the Top route showed an aerial perspective.
- 'Top' was felt to lack impact as the visuals took 'too long' to be internalised and did not give precise information about the size of the blind spot.
- The 'Side route' was most effective and impactful as the message was clearly understood and encouraged the behaviour change of hanging back and being more careful with lorries at junctions.
- The effectiveness of the Side route was evident in a number of elements of the execution:
  - The visual of cyclists showing the size of a blind spot delivered new news that blind spots are larger than the cyclists realised.
  - 'Blind spot' is a commonly used expression understood by most people, and an effective short hand for 'what you can't see', invisibility and danger.
  - Copy on the side of the lorry was easier to take in at a glance due to its proximity to the central image and bikes/blind spot information.
  - Including the word 'fatal' in the end line communicated the consequence of the behaviour.
  - Showing a lorry turning left in a 'jack-knife' position communicated, at a glance, the danger of being in a lorry's blind spot. Both rear and front profiles communicate the dangers of turning left.
  - The graphic style of the adcepts was appealing as it communicated the starkness of the message in a simple way and was expected to stand apart from other advertising on the street.
- The line 'Two cyclists have died undertaking lorries so far this year' was not seen to be a significant number of fatalities to cause alarm and behaviour change.

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