

Creative Campaign Brief

Date: October 31, 2014

Job Number: NT02-42439

Client: NHTSA

Title: Speed Campaign Creative

Contact: Glaceria Mason

AE: Matt Taylor

1. What is the situation?

Speed is a complex issue that involves environmental factors, roadway conditions, perceived risk, law enforcement presence as well as automated speed cameras. Over the past 10 years, speed has been a factor in approximately 30% of all fatal crashes. While the overall number of fatal crashes has gone down, there has been no appreciable change in the percentage of drivers and passengers killed as a result of speed. In 2012, 10,219 lives were lost in speeding-related crashes.

2. Who's involved?

Young males are the most likely to be involved in fatal crashes while speeding. However, we know that most people speed at some time due to inattention, habit, or circumstances. Excessive speeding is their regular way of driving/riding. They most commonly speed on limited access roads, such as Interstates, rural areas, because of the perception there is law enforcement, however, the highest number of fatal crashes due to speed are found on collectors, arterials and local roadways.

About the only place they hesitate to speed is school zones and residential areas where there are children and high concentrations of pedestrians. While younger males and motorcycle riders indicate they are not worried about their own safety in these areas, they don't want to have to live with the guilt and shame that would come with killing a child.

3. How do we want them to feel?

- Scared of how dying or being seriously injured from speeding would affect those they care about. They may think the risk of speeding is worth it when it comes to their own life, but they do care about those that they'd leave behind.
- Be aware of killing or hurting others as a result of their actions, in this case; speeding.
- That the chance of being given a citation by law enforcement is real and likely to happen.

4. If we overheard two of them talking, what would we want them to say?

I used to accept the risks that came with speeding, until I realized how being seriously injured or dying would affect those around me. Sometimes, I'm just not paying close attention to my speed. I'm trying to be more aware now of how my speed could affect others, especially children or pedestrians. I don't want to live the rest of my life with the guilt of having hurt or killed someone because I wasn't paying attention to my speed.

Nobody likes the idea of getting a speeding ticket, so to avoid that- I try to pay closer attention to my speed.

5. How should we approach this?

The two current NHTSA taglines tested the best among our audience:

- Obey the Sign or Pay the Fine (enforcement based message)
- Stop Speeding Before It Stops You (social norming or message about consequences)

However, when those lines were developed in 2006, the messaging efforts were geared for a broader group of drivers/riders. For this particular project, however, the target is a more refined group of “regular speeders” and “sometimes speeders.” Both groups, collectively, exhibit peculiar attitudes, beliefs and rationalizations about speeding based on the findings of the focus groups. We should consider modifying these taglines or developing one or more new lines to better speak to these speeders.

6. How do we turn the message into an experience that leads to action?

We need to initially develop the following materials that will be used for focus group testing:

- Taglines
- Logos
- TV PSA storyboards
- Radio PSA scripts
- Print and banner ad concepts

After focus group testing we will need to develop:

- :15 and :30–second TV and radio PSA ads
- Three print ads that may include but are not limited to online and/or print poster art
- Two customized online banner ads
- Campaign logos (social norming and enforcement)
- Campaign tag lines (social norming and enforcement)
- Sample template earned media materials

7. What would get them talking?

The initial focus group audience liked the enforcement line “Obey the Sign or Pay the Fine” because of its brevity; the fact that it rhymed which made it catchy and memorable; and the fact that “pay” refers to a definite unwanted consequence, which is a more real threat than being involved in a crash. It was not as popular with bikers, due to their beliefs about not getting ticketed.

The social norming line “Stop Speeding Before It Stops You” was popular because our audience thought it was clever and through provoking; was clear that it was about speeding; and caused them to think about the consequences without feeling threatened. It did well with bikers as well.

If we can focus in on these positives, we’ll get our audience talking.

8. What are our audience’s content engagement points?

In addition to having campaign materials for use nationally, we need to develop materials with a focus on making them accessible to the states and the states’ partners. We’ll eventually be developing a speed outreach plan that serves as a “how to” guide for state highways offices, law enforcement, and safety advocates and partners. All of our materials need to be easily sharable with these partners. Our partners are not going to have the media budgets that NHTSA typically provides us and will need a combination of online, radio and print creative that’s usable as soon as they download it, along with adaptable TV spots that can easily be retagged.

9. After they talk, what do we want them to do?

Account Service	_____	Date	_____
Creative	_____	Date	_____
Client	_____	Date	_____

- - Get into the habit of being aware of their speed and moderate it when it's too fast regardless of where they are.
- Recognize the risks and potential outcomes of speed.
- Have a strong recall of NHTSA messages about speed
- Think about their family and friends- if they'll moderate their speed when they are passengers; it makes sense to do the same to protect themselves.
- Share the message with their peers.
- Share the content with their friends through social media.

10. What keeps the conversation evolving?

Have a combination of enforcement and social norming creative. In particular, having social norming content that is versatile and usable through earned and social media will be crucial in making sure our creative is used by the states and the conversation continues year round.

11. When do we want them to start talking?

No later than September 2016.

Account Service	_____	Date	_____
Creative	_____	Date	_____
Client	_____	Date	_____