

How to build a successful campaign ?

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BIVV

Content



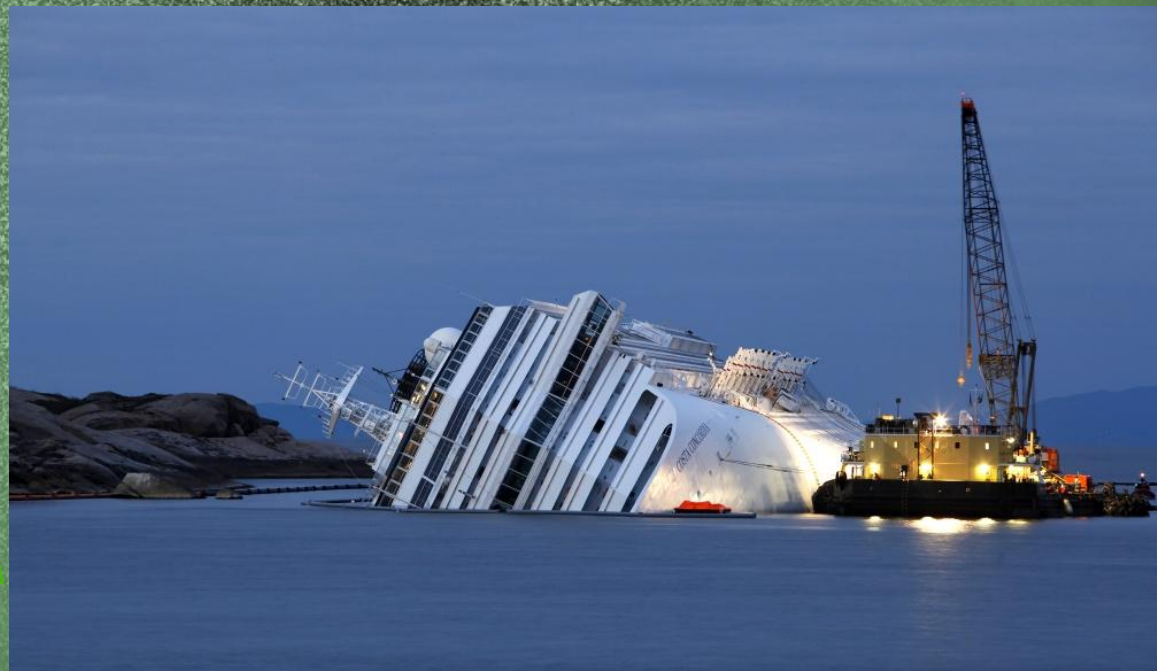
1. Importance of awareness-raising campaigns
2. Road safety campaigns:
objectives, challenges, approach
3. Campaign cycle (« CAST-model »)
4. Success factors
5. Recommendations and tips
6. Conclusion



1. Importance of awareness-raising campaigns

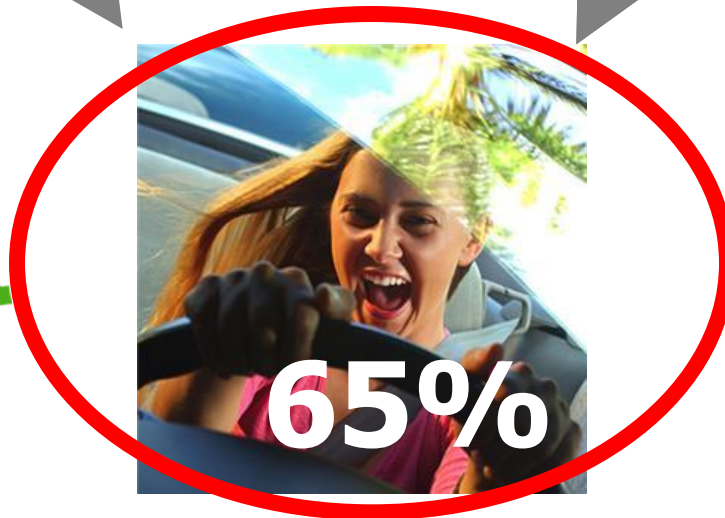
Safe roads ?

2010: 840 deaths*
= 50x "Costa Concordia"...

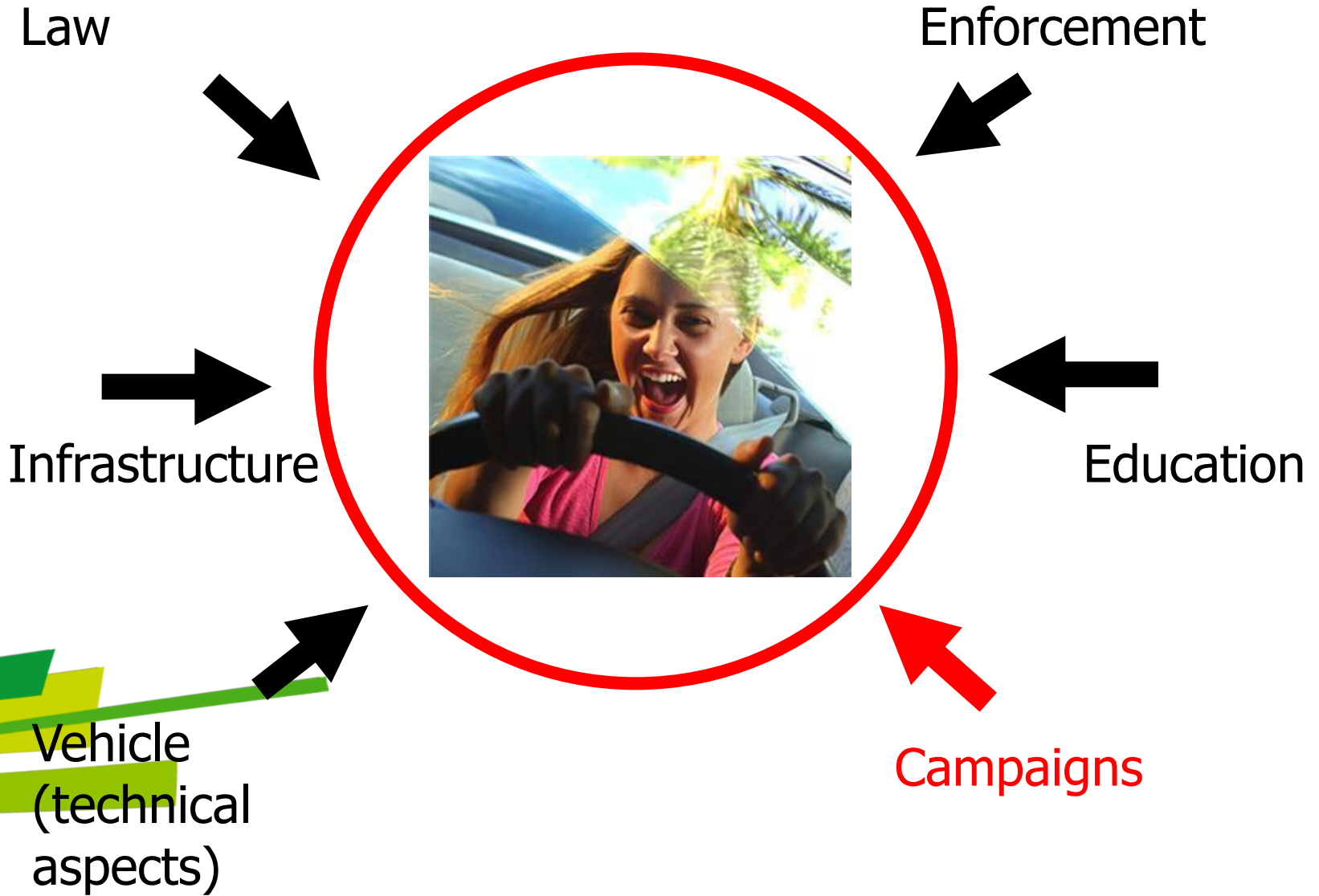


* Evaluation number of deaths 30 days Statistics IBSR Dec 2010

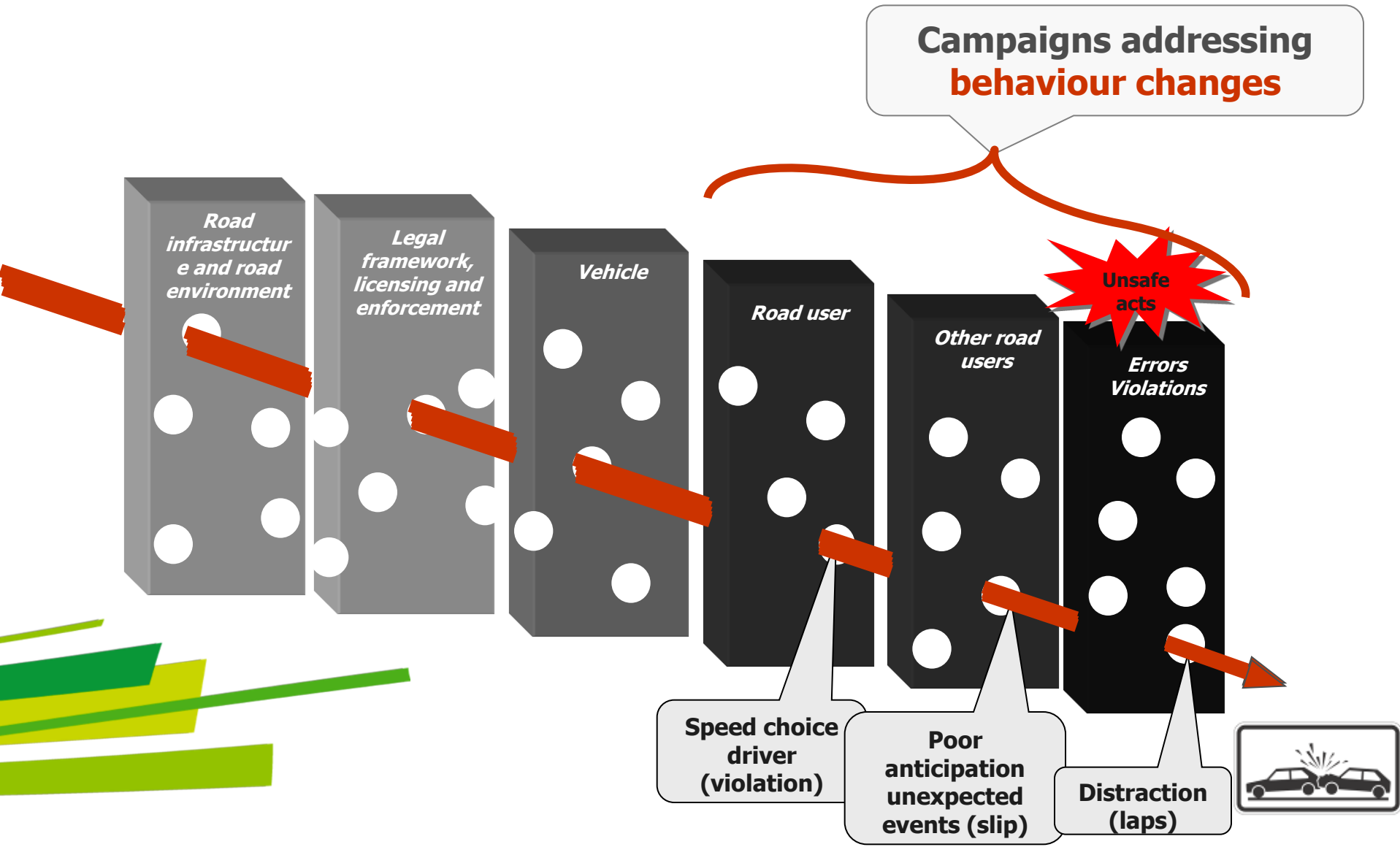
Causes of road accidents



Influence on human behaviour



Integrated Approach (Reason)



Importance of campaigns

- | Help to reduce number of accidents/victims by influencing behaviour factors
- | Are part of an integrated approach
→ combination with other measures



2. Road safety campaigns: objectives, challenges and approach

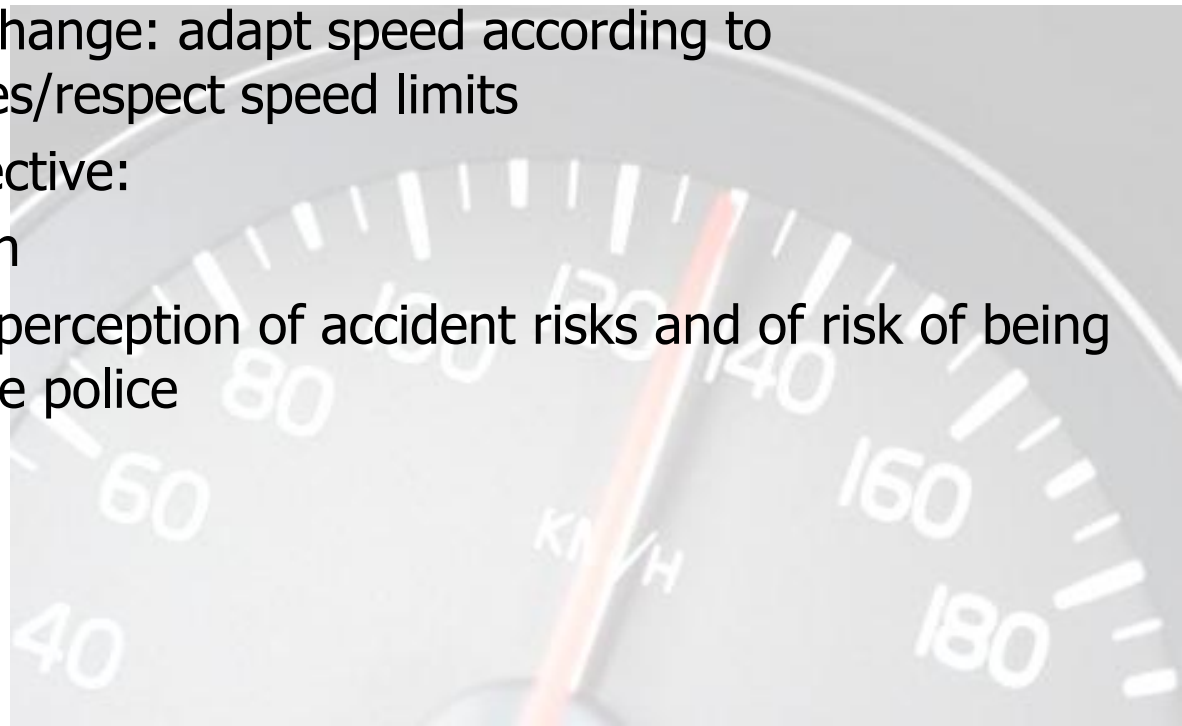
Objectives

- | **General** (ultimate) goal: decrease the number of fatalities
 - | Decrease adoption of unsafe behaviour or promote adoption of safe behaviour
 - | Induce permanent change in behaviour
 - | How? → by influencing
 - | Knowledge
 - | Attitudes (perception of risk, beliefs)
 - | Behaviour
- **intermediary / specific objectives**

Example: Speed



- | **General goal** of the campaign: decrease number of victims due to speeding
- | Primary objective:
 - | Modify unsafe behaviour (excessive speed) among young male drivers
 - | Permanent change: adapt speed according to circumstances/respect speed limits
- Secondary objective:
 - | → by working on
 - | Knowledge: perception of accident risks and of risk of being caught by the police



Challenges

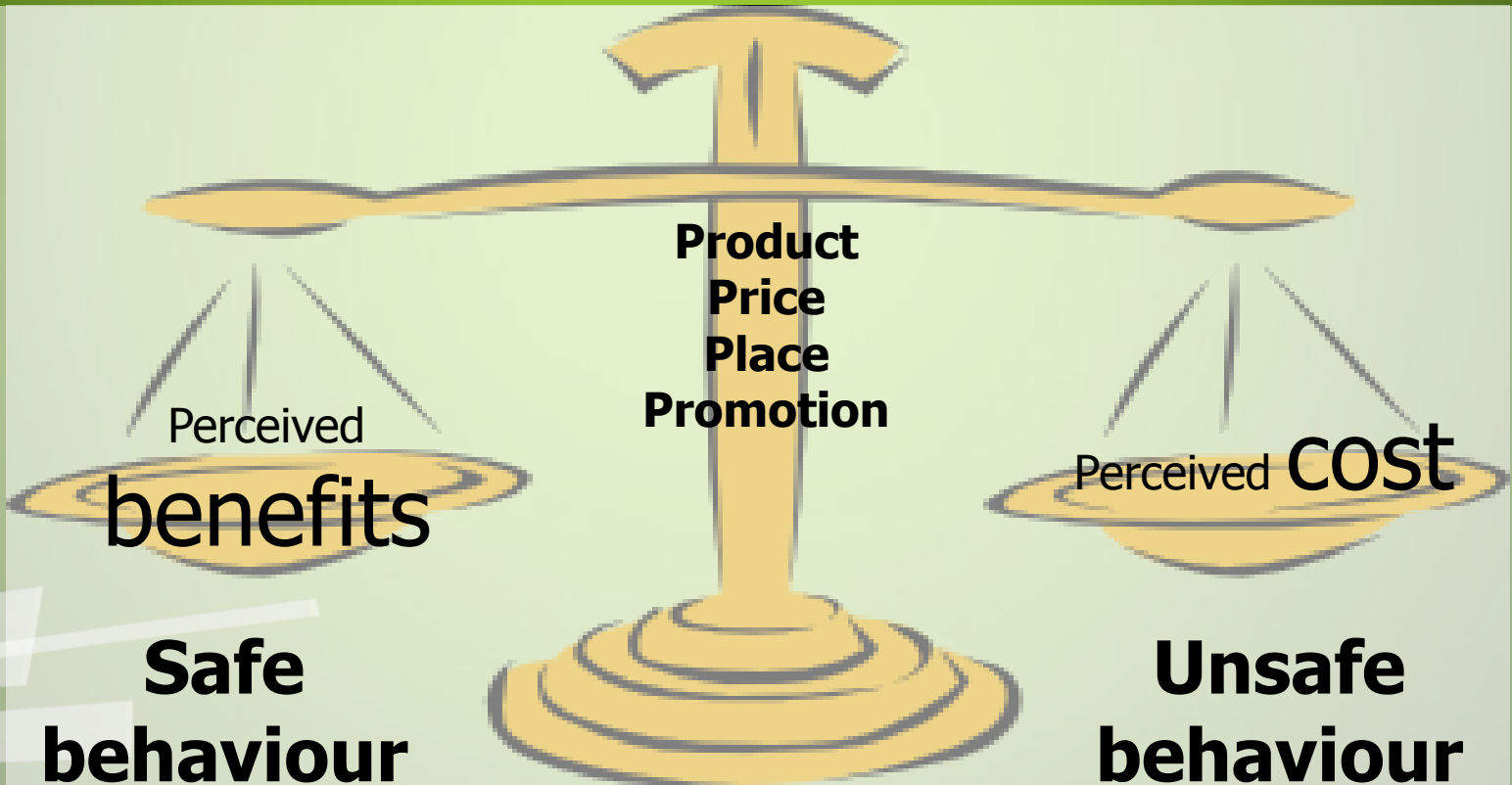


- | General welfare $>$ $<$ personal freedom
- | Benefits of **unsafe** behaviour: often quick and tangible
(speed \rightarrow "time win")
- | Benefits of **safe** behaviour: often indirect, untangible, less personal
- | Limited budget, need for collaboration/partnerships



Social marketing strategy

Use of marketing principles to influence a target audience to voluntarily accept, modify or quit behaviour for the benefit of individuals, groups or society as a whole, and marketing strategy factors which include marketing mix



Approach: social marketing



Decrease undesired (unsafe) behaviour by

- | Decreasing perceived benefits (win of time, freedom, sportive image, ...)
- | Increasing perceived disadvantages (monetary cost, risk of getting caught, fuel consumption, risk of accident, risk of losing points on driver's license, ...)
- | Increase desired (safe) behaviour by
 - | Underlining benefits of new behaviour (fuel, less risks, cool attitude...)
 - | Reward safe behaviour



Tresholds

- | Information overload
 - | Daily news avalanche → accustomed
 - | To many messages → unclear
- | Message difficult to understand
 - | To abstract (symbols)
 - | Double meaning, humor,...



4. Campagne cycle ("CAST-model")

CAST



- | Campaigns and Awareness-raising Strategies in Traffic Safety
- | European project
- | 19 partners, 15 countries, 2007-2009
- | Co-financed by European Commission
- | Coordinator: IBSR
- | Objectives:
 - | Increase effectiveness of road safety campaigns
 - | Provide a practical tool for campaign practitioners



Campagne: 6 steps

1. Preparation / getting started
2. Analysing the situation
3. Designing the campaign and the evaluation
4. Before-period evaluation and implementing the campaign
5. Completing the evaluation + conclusions
6. Final report

1. Getting started

- | Choosing the "subject"
 - | Problem behaviour / risks (based on statistics, reports, data concerning accidents, observed behaviour, ...)
 - | New phenomenon (ie new law)
- | Stakeholders and possible partners?
 - | Public authorities, police, sponsors, schools, activist groups, ...?
- | Budget?
 - | Including budget for evaluation

2. Situation analysis

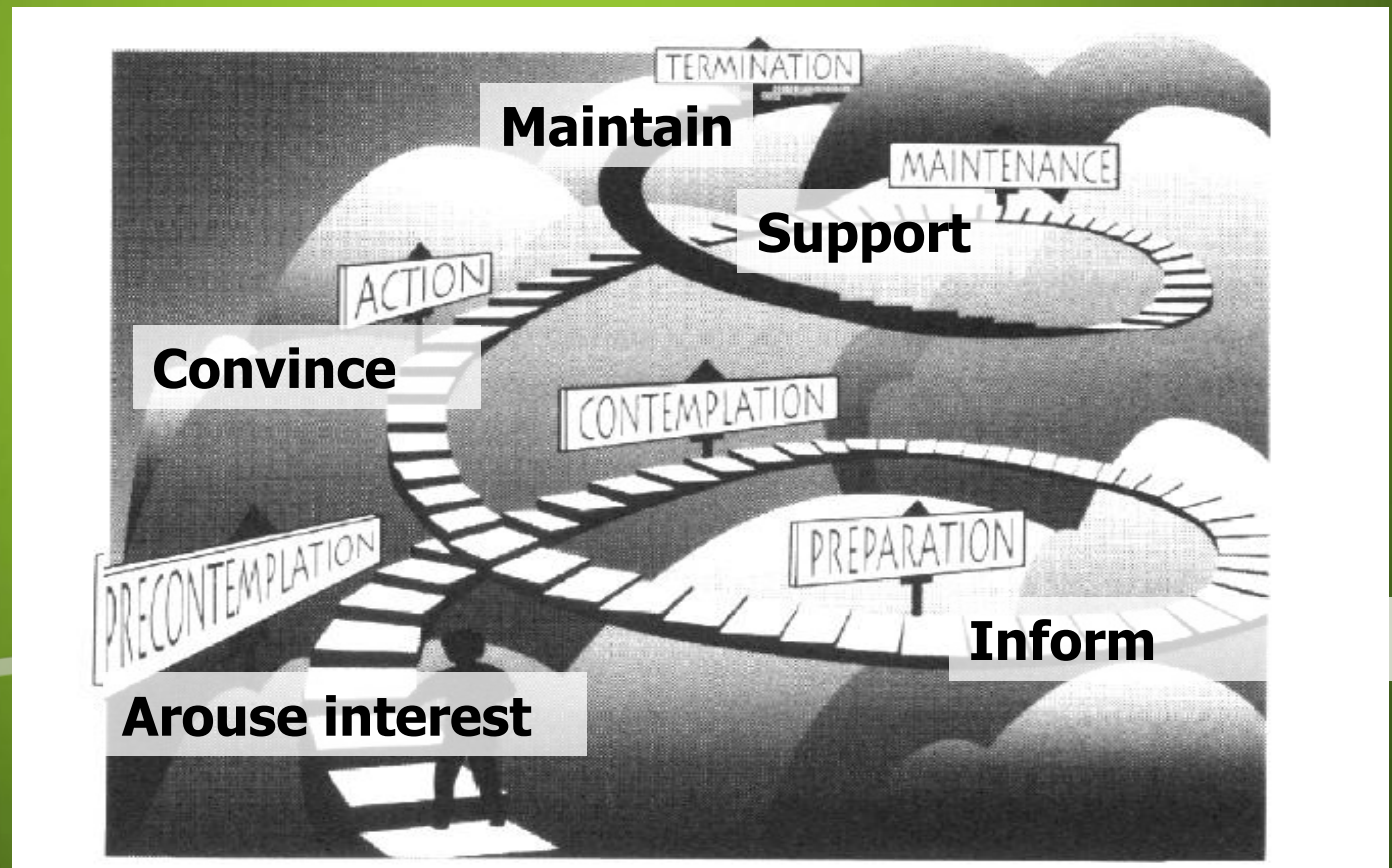


- | Target?
 - | Based on identified problem
- | What can influence the behaviour of the target?
 - | Analysis of factors which can have an influence on their behaviour (theoretical models, marketing studies, ...)
- | How can this behaviour be modified?
 - | How can you reach and convince the target?
 - | Interests and needs of the target?
 - | Inspiration from past campaigns?



Communication stages

I Based on: Transtheoretical Model of Change
(Prochaska & Di Clemente)



2. Situation analysis



- | Define the campaign's **specific objectives**
 - | Coverage and appreciation within the target (xx % saw the campaign – xx % like the campaign)
 - | Effects on
 - | **Knowledge** (xx % of the target knows that...)
 - | **Attitudes** (xx % of the target thinks that...)
 - norms, values, beliefs,...
 - linked with a theoretical model
 - | **Behaviour** (xx % of the target declares/does...)
 - | Self-reported behaviour
 - | Observed behaviour

| **SMART: Specific, Measurable, Achievable, Realistic, Time-bound**

3. Designing the campaign



- | Specific objectives
- | Social marketing strategy
- | Available budget

Will define

- | Type & scope of the campaign
- | Approach
- | Message
- | Timing + duration
- | Media



3. Designing the campaign



- | Type & scope of the campaign
 - | Only media campaign or combination (field, enforcement, event, ...)
 - | Scope: local, regional, national,...



3. Designing the campaign



- | Approach: many possibilities
 - | Fear induction (!)
 - | Moralizing (!)
 - | Humor, black humor
 - | Positive, focus on desired behaviour
 - | humor, emotion, identification
 - | social disapproval of negative behaviour



Papa zit in de gevangenis omdat hij gedronken heeft.



Controleer uzelf voor men u controleert.

En uw gordel?



De gordel, de juiste reflex



I BOB YOU

RAMENEZ CEUX QUE VOUS AIMEZ EN TOUTE SÉCURITÉ






- | France: <http://www.youtube.com/watch?v=wfMKktpowx0>
- | The Netherlands:
- | <http://www.youtube.com/watch?v=-bEnqSL9dYs>



3. Designing the campaign

| Message

- | Positive or negative
- | Only arguments pro, or arguments pro + contra
- | Should be noticed, be understood and accepted
 - | Specific and unambiguous
 - | short
 - | convincing
 - | credible
 - | clear
 - | easy to understand
 - | eye-catching
 - | concrete
 - | realistic



3. Designing the campaign



- | Timing en duration
 - | in function of
 - | problem (ie seasonal)
 - | current events (ie important event)
 - | budget
 - | All year long, single phase or many waves
 - | ideal duration: 2 - 4 weeks
(no additional effect if longer,
could become annoying)

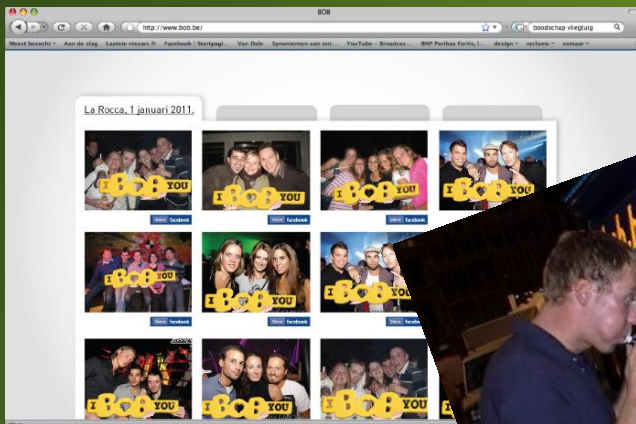


3. Designing the campaign

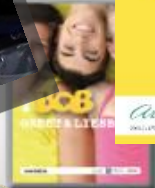


- | Media plan
 - | Adapted to the target audience, specific objectives and budget
 - | Billboards along highways
 - | TV commercial
 - | Radio commercial
 - | Cinema
 - | Folders, brochures
 - | Printed ads
 - | Posters
 - | Online / viral
 - | Direct mail
 - | Field





BIVV



WAT IS BOB?

Ongetwijfeld heb je al van Bob gehoord. Bob is degene die niet drinkt als hij rijdt. Dat maakt Bob tot held van elk feest, want hij brengt zijn vrienden steeds veilig thuis. Kortom: het is feest als Bob rijdt!

BOB ALTIJD EN OVERAL

Bob is er het hele jaar door. Je vindt hem overal waar er feest en plezier is. In je

3. Elaborating evaluation



- | Why ?
 - | Did the campaign work or not, en why
 - | Input for next campaigns
 - | Justification for contracting authorities/ sponsors
- | Evaluation of:
 - | Process (target reached?)
 - counting systems/surveys
 - | Effects (knowledge, attitudes, behaviour)
 - Surveys / results police controls / countings
 - | Before and after period



4. Implementation

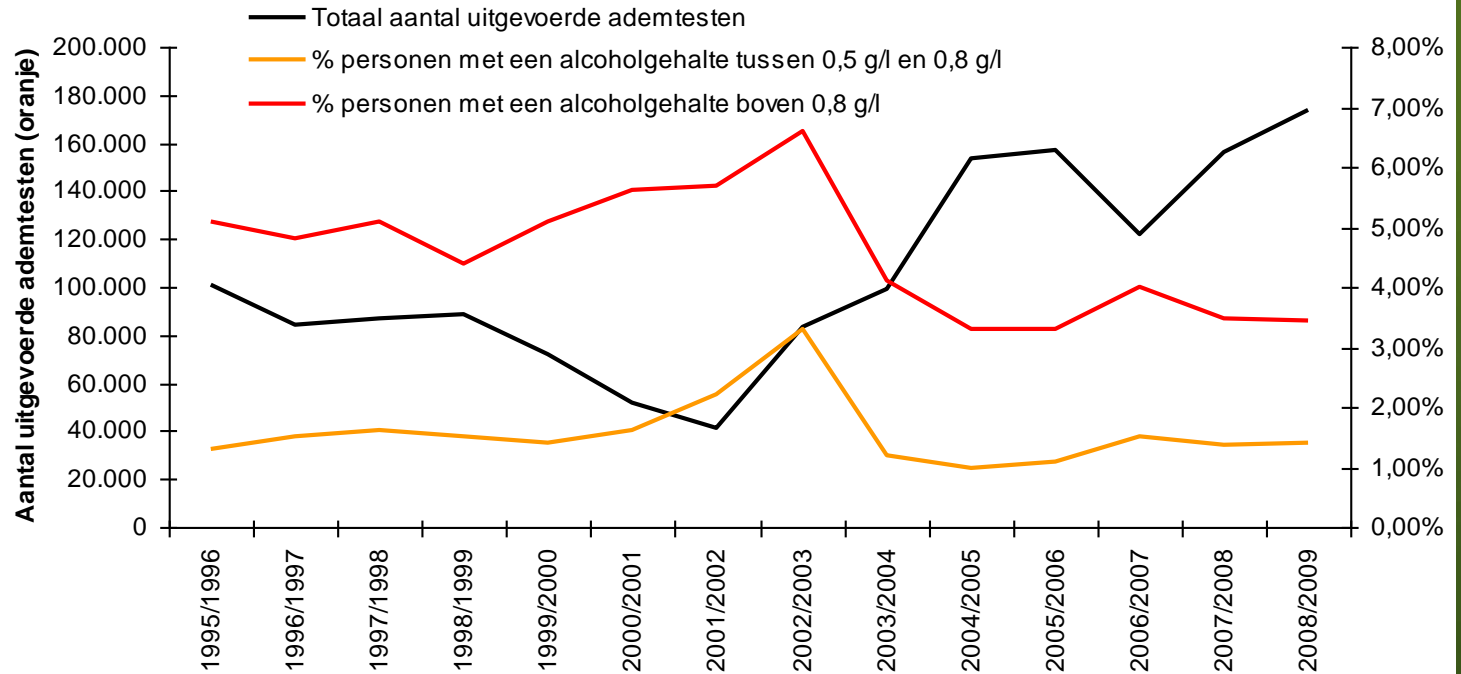
- | Conducting the before-period evaluation
- | Production and dissemination of campaign materials, coordination with partners
- | Launch
 - | Timing of launch
 - | Press release, press conference or event
- | Follow-up
 - | Implemented as planned? Correction if needed!

5. Evaluation and conclusions

- | After-campaign evaluation
 - | Processing and analysing data
 - | Conclusion
 - | Target reached?
 - | Effects on knowledge / attitudes / behaviour?
- **Objectives reached ?**



97% knows Bob
96,3% drive « sober »



6. Final report

- | Why?
 - | Important information and feedback for stakeholders, partners, general public, ...
- | Content
 - | Overview campaign elements
 - | Theme, target, budget, partners, strategy, message, media plan, ...
 - | Overview results (evaluation):
 - | Pretest
 - | Posttest
 - | Conclusions
 - | Recommendations
- | Don't hesitate to publish your report !

4. Success factors

Success factors / CAST

- | Clear target
(ie young drivers 18-25)
- | Interpersonal influence
(ie field activation)
- | Combination of emotional and rational content



Success factors / CAST



- | Focus on social norms or threat of being caught
- | Personal and personalized communication (social media)
- | Conversation – participation - community
- | Adapted to driving context (ie billboards along highways)

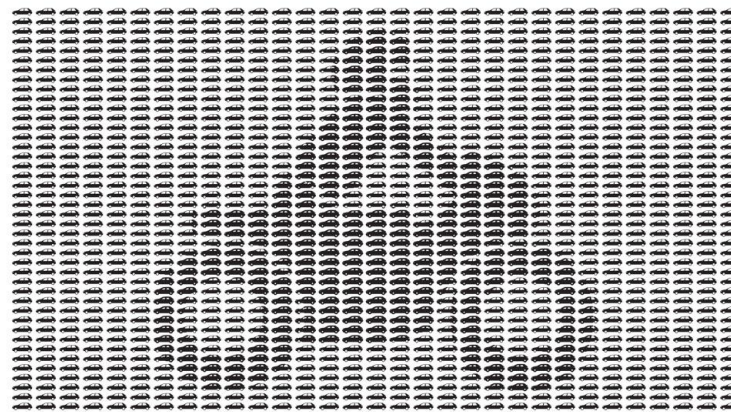


[KLIK HIER en maak kans op talrijke prijzen >>](#)



Success factors / CAST

- | Enforcement with feedback
- | Focus on risk perception
(>< humor, fear induction)



KIJK GOED UIT VOOR MOTORRIJDERS

Success factors / general



- | "Sender" (quality, image, notoriety, confidence)
- | Quality of the offer: 4 P's
- | Professionalism of the "sender" and of the communication material
- | Timing of launch
- | Media mix
- | Timing media
- | Budget



Success factors / general



- | Needs and interest of target
- | Acceptation of directives and measures
→ social acceptance / social norm
- | Benefits of desired behaviour
- | Intellectual tresholds
- | Material treshold (ie price child restraint system)
- | Degree of saturation
- | Social trends
- | Unexpected circumstances





5. Recommendations and tips



Recommendations / CAST



1. Detailed analysis
 - | Problem behaviour, target involved, factors influencing their behaviour
2. Specific target
3. Specific objectives
 - | coverage, appreciation, knowledge, attitudes, behaviour
4. Strategy and media plan
 - | Based on the specific objectives



Recommendations / CAST



5. Clear and precise message
 - | credible, convincing, concrete,...
6. Good implementation
 - | Launch, follow-up, coordination
7. Perform an evaluation
 - | Coverage, appreciation, knowledge, attitudes, behaviour
8. Communicate about the results and conclusions
 - | Report can be used as input for next campaigns



Recommendations / general



- | Adapt you to the target
(>< you as a reference)
- | Look for collaboration/partnerships – inform partners
- | Make clear agreements
and repartition of work



Recommendations / general



- | Try to use a positive message
- | Limit your messages
- | Communication is a job for professionals!



Importance of partnerships



- | UN Decade of Action for Road Safety: collaboration is needed in order to achieve results



Importance of partnerships



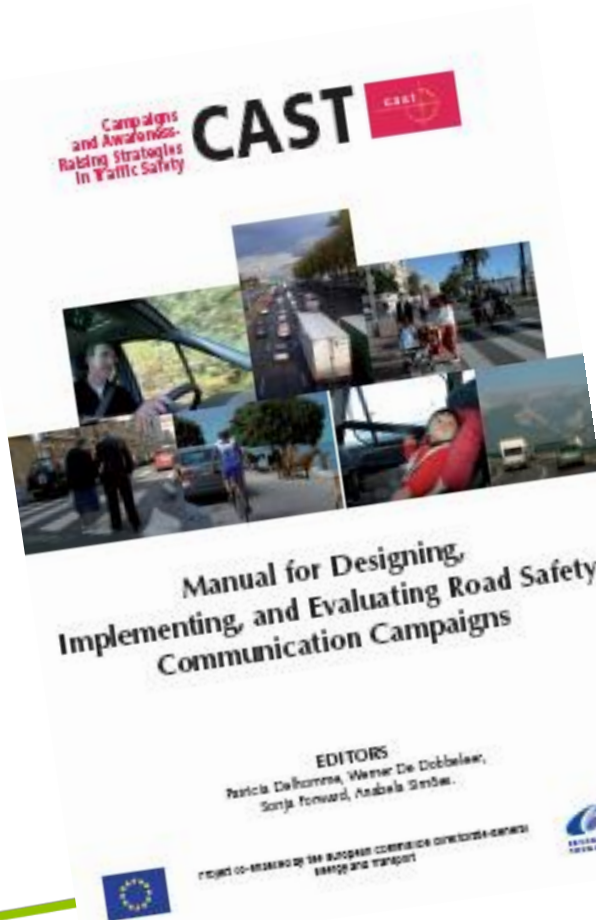
6. Conclusion

Conclusion

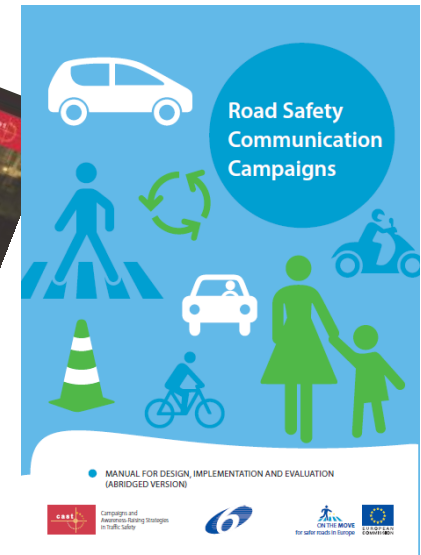


- | **Yes**, campaigns do work!
 - | A good approach will increase the effectiveness
 - | Preference for an integrated approach
- | Changing behaviour need time
 - | Repetition is needed, intermediary objectives
- | **Always evaluate!**
 - | To find out if your campaign was effective or not, and why
 - | To justify the budget you spent
 - | You can also learn from a negative evaluation!

More info?



- | Manual for designing, implementing and evaluating campaigns
- | Based on CAST-project
- | **Free on www.cast-eu.org**



Speed campaign - Belgium

Mass media and DM



Mieux vaut tard
que jamais.

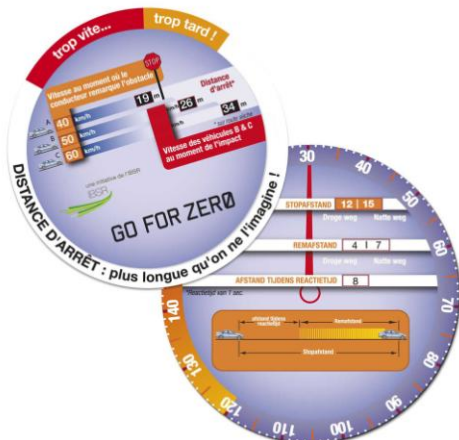
Rouler trop vite tue.



GO FOR ZERO



Foncer vers son
travail. Qu'est-ce
qu'on y gagne ?



Rouler trop vite tue.

GO FOR ZERO

QUAND JULIE VIT SON PAPA AU LOIN, ELLE SE PRECIP...



VOUS SAVEZ POURQUOI.



jesuspour.be

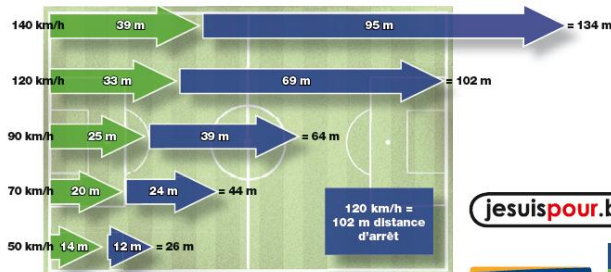


TROP VITE... TROP TARD ?

Les distances nécessaires pour s'arrêter sont plus longues qu'on ne l'imagine !

Distance d'arrêt = distance de réaction + distance de freinage

(avec un temps de réaction d'une seconde et une voiture en parfait état sur une route sèche).



Sur sol humide, la distance d'arrêt est beaucoup plus longue encore (ex.: à 120 km/h, elle est de 144 m au lieu de 102 !)

jesuspour.be



Field



Online newspaper article



facebook

Sign Up Facebook helps you connect and share with the people in your life.

Go for Zero

Signe la Charte

Teken het Charter

Charte

Wall

info

Laat Maar Bellen - Lalssez Sonner

Photos

Charter

Poll

Video

1 check-in

3,222 like this

Create a Page

Facebook © 2011 - English (US) Mobile - Find Friends

Goforzero Like

Product/Service · Brussels, Belgium

Faits divers

CHIARA DE DECKER (32) uit Dendermonde kwart stappen om het leven bij een ongeval. 3 andere inzittenden werden

Het ongeval gebeurde in het centrum in vrienden had ze Yvonne.

Op een recht stuur. De grins een paal. Daar gedingerd. 1 stitand.

Chiara De l de zware hulpdienst wete z

RED ONVOORZICHTIG MET EEN KRANT

Heb je een vriend met een zware voet? Of een vriend of drugs op heeft? Breng ze op andere gedachten door jouw kleine journalistieke ingreep.

Go on!

MAAK EEN ARTIKEL

facebook

4:20 AM 32%

Sexe: M V

Age: 19 09 1983

City

Lorem ipsum dolor sit amet adipiscing elit?

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Faits divers

CHIARA DE DECKER (32) OVERLEEFT ONGEVAL NIET

WAASMUNSTER - Chiara De Decker (32) uit Dendermonde kwam zaterdagavond na een avondje stappen om het leven bij een ongeval. 3 andere inzittenden werden met ernstige verwondingen overgebracht naar het ziekenhuis.

Het ongeval gebeurde zaterdagochtend omstreeks half vier in het centrum van Waasmunster. Samen met enkele vrienden had ze de avond doorgebracht in café 'Tart' Yvonne.

Op een recht stuk weg verloor ze plots de controle over het stuur. De grins M&M abog met de trakkant te zwaar tegen een paal. Daarna werd de auto door de harde klap zinnig geslingerd, totke rond en kwam 200 meter verder tot stitand.

Chiara De Decker werd uit de auto geslingerd en overleefde de zware klap niet. De andere inzittenden werden door de hulpdiensten uit het wrak bevrijd. Ze kregen ter plaatse de eerste zorgen van artsen van een machtach team en werden vragsgewond naar het ziekenhuis overgebracht.

Het parket van Dendermonde stuurde een deskundige ter plaatse. Die onderzocht de auto en kon geen enkel technisch defect vaststellen waardoor het ongeval zou kunnen veroorzaakt zijn. Geslagen bevestigden dat Chiara De Decker die avond onder invloed was van alcohol.

MAAK EEN ARTIKEL

LOVE YOU

TV and cinema





Anne.salmon@ibsr.be