Anti-speeding public education 2010/2011

Slow down stupid

Campaign overview
Speeding accounted for 55 fatalities on Queensland roads in 2010, making it the highest contributing factor to crashes. In the last five years in Queensland (2006 to 2010), speeding was a contributing factor to one in every four road fatalities (25.2 per cent of the road toll).

The Slow down stupid campaign commenced on 23 November 2008. It has been developed based on significant research including analysis of crash data, market research into speeding attitudes and behaviours, motivations for speeding and not speeding, preferred advertising genres, and audience testing of creatives.

A significant investment of A$2.25 million in the 2008-09 financial year was made to produce the long-term creative for this campaign (including six television commercials, billboard and online advertising), as well as media placement for the first two phases.

An additional investment of $1.37 million has been made in the 2010-11 financial year for media placement of the fourth and fifth phases. The fifth phase of $600,000 launched on Sunday 5 June 2011.

Community attitudes and awareness
Key findings of the 2008 independent tracking survey of Queensland community attitudes and awareness found:

- the majority of motorists (60 per cent) admit to sometimes or always driving over the speed limit
- 88 per cent believe that speeding is a major contributor to crashes
- 57 per cent of motorists agree that speeding can be safe in some circumstances
- 85 per cent believe it’s time the community took a stand against speeding
- Of those who had been caught by the police for speeding, 44 per cent said they were aware that they were speeding when they were last caught
- 54 per cent hold the opinion that speeding is as dangerous as drink driving

Campaign objectives
The long-term objective of the Slow down stupid campaign is to position speeding as a socially unacceptable behaviour.

Broad campaign objectives are:

- to strongly influence the community to believe that there is no such thing as safe speeding
- to place speeding on the public agenda as an important social issue
- to make the community believe they will be held accountable if they speed – they are responsible for their actions
• to educate motorists of the consequences (social, financial, penalty) of speeding
• to educate motorists of the increased risk that results from increased speed.

**Target audience**

Road crash statistics show that men aged 17-39 years are a key risk group for speed-related fatalities and are the primary audience.

Males aged 49-59 years who drive a vehicle or ride a motorcycle are the secondary audience, with an additional commercial developed specifically for males aged 50 - 59 included in the campaign following market research and analysis of the crash data which identified this group as high risk.

Female influencers of speeding males are also targeted in this campaign.

**Key messages**

• Slow down stupid
• There is no such thing as safe speeding
• The consequences of speeding can be serious and long-lasting
• Speed can kill or injure you or your loved ones
• Speeding can be costly in terms of fines, demerit points and car repairs
• If not for yourself, slow down for your friends, family and loved ones
• The deaths caused by speeding are senseless
• The physical and emotional damage caused by speeding is avoidable

**Campaign strategies**

A new campaign look and feel, including the new slogan *Slow down stupid*, has been developed to replace the previous campaign, *Every K over is a killer*.

• the new campaign creatives are simple and focused in their message
• show some form of consequence – whether it be death, physical injury or social penalty
• show how speeding can impact on others.

A range of media will be used throughout the campaign including

• A series of television commercials:
  o ‘Nightmare’ and ‘Three little words’ launched 23 November 2008 (Phase 1)
  o ‘In a Flash’ launched 14 June 2009 (Phase 2)
‘Faces’ launched 22 November 2009 supported by the speed related ‘Tegan’ commercial from the Share my story campaign (Phase 3)

‘It hurts’ launched 21 November 2010 supported by ‘Nightmare’ (Phase 4)

‘Life’ launched 5 June 2011 (Phase 5)


- Online advertising, What Davo Loves, is specifically directed to young males commenced mid-December 2008 and will again run November 2010.

Evaluation

Evaluation of this campaign was undertaken in May 2009 and 2010 on the basis of attitudes and self-reported behaviour change through independent market research. The results from May 2010 are below.

The campaign has proven to be very successful as shown by the results below.

- The majority of those surveyed (86%) were aware of some aspect of the recent ‘Slow down stupid’ road safety campaign.

- Four in every five people (81%) said “Since seeing the advertising I’m less inclined to speed, and 75% said they “check the speedo more often”

- Two thirds (68%) said “Since seeing the advertising I have encouraged family and friends to drive at, or below, the speed limit”.

- Prompted recall of the campaign messages was also high with 96% of respondents recalling one or more key message.

- There was also very strong support for the campaign (93%) with 81% of respondents saying they supported it strongly and 11% saying they supported it slightly.

- The campaign also created high levels of agreement with the following statements:
  - “The advertising reminds me there are serious consequences for others, including loved ones, when I speed” (98% agreement).
  - “The advertising reminds me that travelling over the speed limit increases my risk of harming myself or others in a crash” (97% agreement)
  - “The advertising reminds me that I am responsible for the speed I drive” (95% agreement)
  - “The advertising reminds me that speeding is unacceptable” (90% agreement)
  - “The advertising reminds me that speeding is dangerous – even experienced drivers in safe vehicles have crashes – not just young hoons” (81% agreement).
  - “The advertising reminds me that there is no such thing as safe speeding” (90% agreement).