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## REDUCING CAR ACCIDENTS

### RELEVANT STAGES

Scope and frame: Current situation, Contributors and influencers  
Plan: Communication strategy  
Reflect: Stakeholders

### STRENGTHS

Understanding your audience, Consistency, Use of social media

### PROJECT TITLE

Northumbria Council – Road Respect Campaign

### CLIENT

Northumbria Safer Roads Initiative

### DESIGN SUPPLIERS

DECIDE., formerly The Design Group, London and Newcastle, UK

### LAUNCH DATE

February 2009

### USEFUL LINKS

<http://2011.effectivedesign.org.uk>

### SUMMARY

Young drivers in Northumbria, England were involved in 1 in 3 car accidents in 2008. With nearly 600 road accidents in total, this came at an estimated total cost of £228m for the accident, emergency and medical services. The Road respect campaign was set up to specifically reduce the number of accidents and deaths for young people between 17 and 25. As a result of the campaign, in 2009 road deaths fell by 6%. This equated to 8 lives saved and made savings of £19.8m. This was in return for a campaign cost of £50000.

### INSIGHT

Previous campaigns highlighting the dangers of speeding and which were centred around speed cameras were perceived negatively and as too authoritarian by the target audience. They were only achieving small amounts of increased awareness of the programme year on year. It needed to get the messages, 'inside the heads' of the 17 to 25 year old audience. The insight gained was to address the target audience directly in a positive and encouraging way. This was achieved by designing a core theme to the campaign which was used consistently across a variety of delivery media – print, advertising, outdoor media, and digital including a website and Facebook page.

### APPROACH

The design agency undertook the user research and devised the strategy to proceed in partnership with the client. They devised the road respect – don't lose it! Message and visual based on a car registration plate and used it as the core of the visual identity.

This was delivered across a wide range of communication channels including a campaign magazine, advertisements in other magazines, a street poster campaign, bus posters, direct mail and hand-outs and with a corresponding online and social media strategy.

### OUTCOME

Awareness of the road respect campaign increased by 40% amongst the target audience, which resulted in a reduction of 6% in road deaths and injuries in the region. In addition, positive behaviour change was noted in 27% of the audience.