

Transport for London

Connecting with an audience at the right time and in the right place



63%
Spontaneous awareness of anti-speeding message.

Background

With the objective of reducing deaths and injuries on London roads by 40% by 2010, TfL conducted re-search into the underlying cause of speeding offences and dangerous driving. This identified that men were four times more likely than women to commit a serious speeding offence.

TfL investigated further to get to the heart of what makes potential male offenders speed. It was identified that “loss of life” wasn’t a particularly persuasive message but the “loss of freedom” (through loss of a licence) was. “Losing yourself momentarily to anger or excitement”, or “the desire to show off” was deemed to be the biggest contribution to speeding.

Why radio?

Music is a powerful influencer of young male emotions – it can instantly raise adrenalin levels and can be a major contributory factor to people ‘losing themselves’ whilst driving. As a result, radio was felt to be an extremely important element in a multi-media campaign that included outdoor, press inserts and viral activity.

As radio plays out in real time, it was also possible for TfL to speak to their target audience when they were likely to be in their cars and in mindset to speed.

Implementation

TfL identified moments of heightened passion – Thursday and Friday night, or weekend afternoons and evenings – and focused on speaking to people at these times to communicate what people would be losing if they were caught speeding.

To optimise the impact and efficiency of the activity spots were only bought after 7pm on Thursday to Friday and weekends after 11am, ensuring that TfL were speaking to young males when the roads were less busy and they were more likely to be out with their friends (and thus under the influence of ‘boy racer’ culture).

Results

Overall the anti-speeding message achieved 63% spontaneous awareness amongst the core audience, with 43% agreeing that the campaign had made them think twice about speeding.

More importantly, over the campaign period there was a 29% reduction in the number of speeding tickets issued versus the same period for the previous year.

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Radiocentre Comment

The ability of radio to reach people at different times and in different mindsets is well demonstrated here – there was no point in TfL talking to their core audience when they were in bed! Radio formed part of a fully integrated media programme that challenged the norms of anti-speeding messages and produced an innovative and successful campaign.

“Radio had a pivotal role in delivering the increasingly hard to reach youth audience in a truly engaging and relevant environment”

Victoria Sangster, Communications Director, Mediaedge:cia