



# Applying the Principles of Behaviour Change to Road Safety in South Australia.

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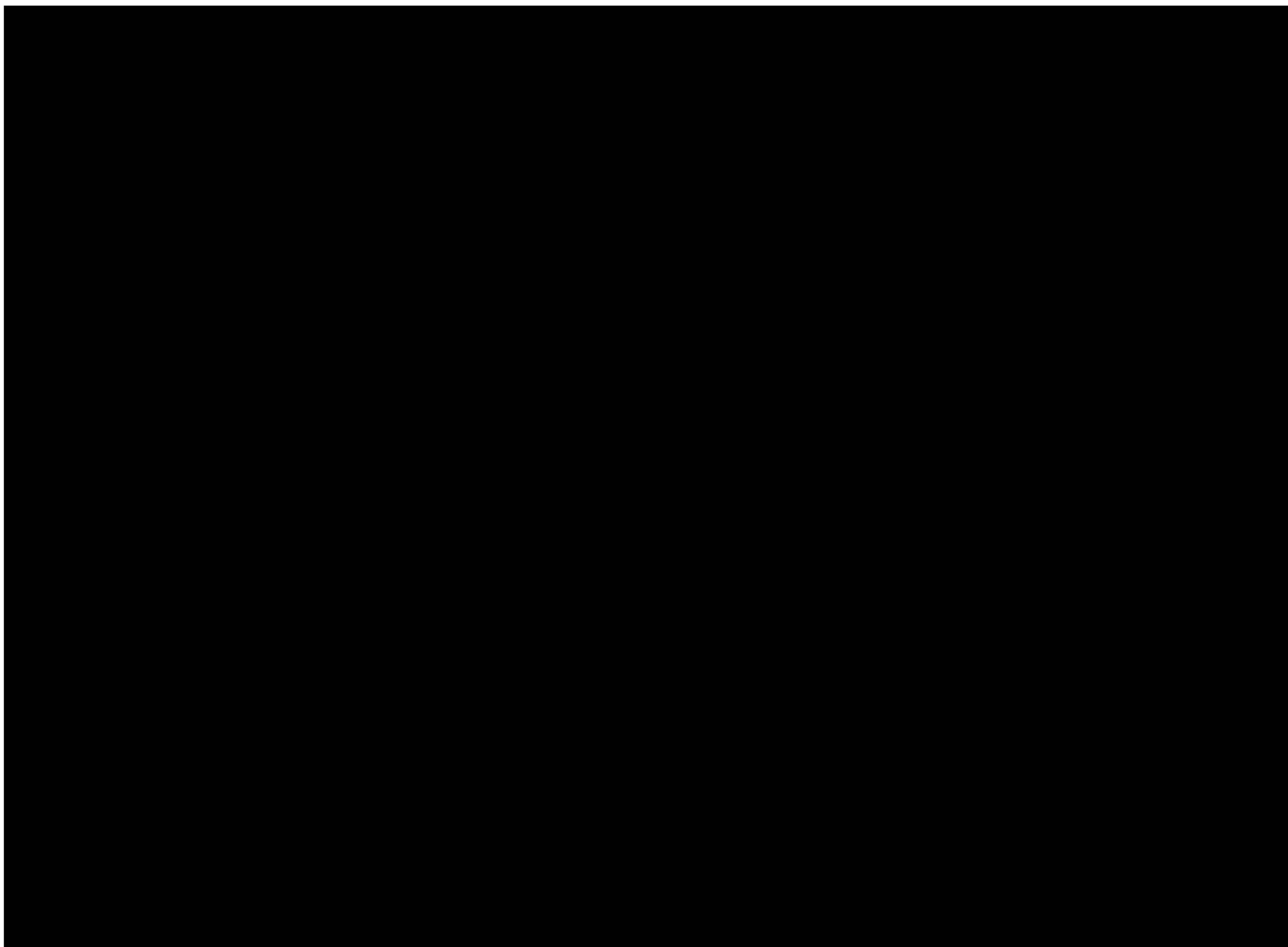


# Effectiveness

Effective research = effective campaigns

Traditional road safety focuses on tragic outcomes









# Effectiveness

A new approach

A theoretical underpinning

Social Marketing and Behavioural  
Change Theory



## Creating effective advertising

1. Understand your audience
2. Identify the key leverage point
3. Use their language
4. Find a hook
5. Model the behaviour you want
6. Show positive results adopting of the new behaviour
7. Test your creative





Australia



South  
Australia





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## Understanding the behaviour

- Confirm assumptions  listen and learn.
- Positive influence on high level risky driving.
- Embarrassing to address less obvious unsafe behaviours.
- Tailoring the message.
- Positive influence and mateship.







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## Making it relevant and desirable

- Make it ok for young men to address road safety issues – even more minor ones
- Communicate the behaviour in relevant language
- Creativity to make language acceptable





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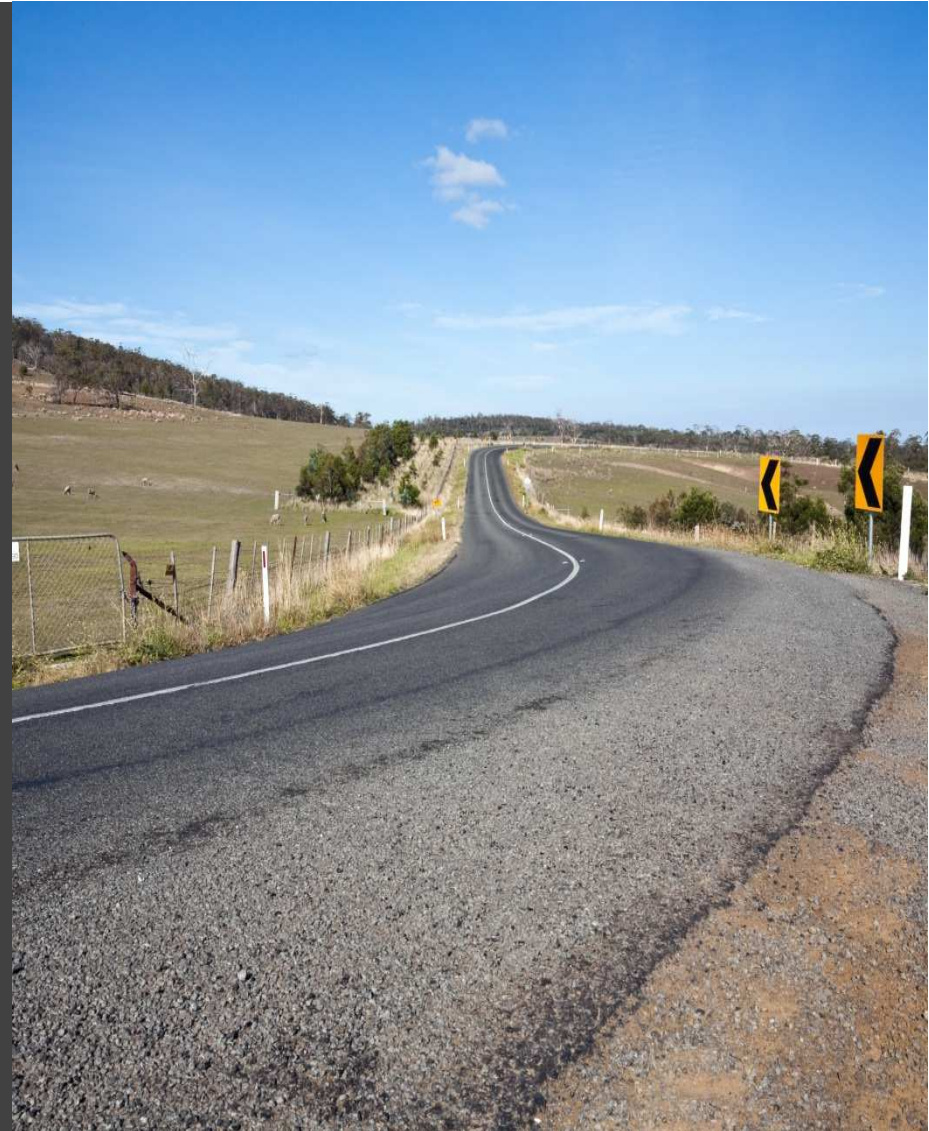






## Creative brief

- Targeted young regional males specifically
- Used relevant settings, language and humour in a way that could be used in advertising
- Made influencing mates a relevant and desirable behaviour
- Modelled the desired behaviour of encouraging mates to not drive unsafely
- Showed positive outcomes of the desired behaviour





 colmar brunton.







## Measures of Effectiveness

81%  
saw the ad

49%  
spoke to a mate and  
41%  
spoke to someone else as a  
direct consequence of the ad.

15%  
Always driving on or  
below the legal speed  
limit.

14%  
Avoiding drink driving by  
planning ahead,  
17%  
by using other transport or  
accommodation.

10%  
No impact on own  
seatbelt – asking others.







## Measures of Effectiveness




Decrease in deaths and serious injuries among 0-24 year olds in regional South Australia.



21 fewer deaths,  
28 fewer significant injuries.



Trauma, grieving and tragedy.



Economic savings of \$145 million.



# Thanks.

