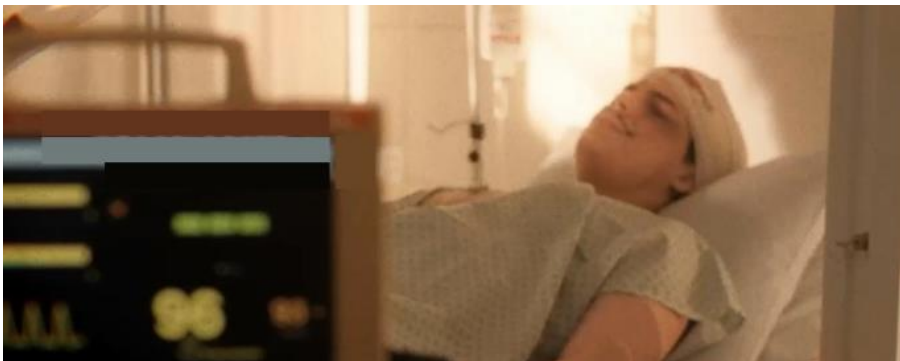


MASS MEDIA CAMPAIGN REPORT AND EVALUATION

Speeding campaign “#SlowDown—Don’t exceed the limit of life” Campinas, Brazil. September 2023

BACKGROUND AND CAMPAIGN DETAILS



In September 2023, Campinas City Hall launched the traffic safety media campaign “#SlowDown—Don’t Exceed the Limit of Life” with the support of Vital Strategies. The public service announcement (PSA) illustrated how speeding increases the risk of a crash

and can be the difference between life and death. The campaign portrayed the consequences of drivers’ actions and showed the possible outcomes of breaking traffic rules. Evaluation results demonstrated that the campaign achieved its intended impact, mainly by changing perceptions and attitudes toward speeding and positively affecting social norms around driving.

Campaign Objectives

To increase two-wheeler road users’ awareness of the devastating consequences of speeding, their risk perception, and the likelihood that motorcyclists and car drivers will obey posted speed limits.

Target audience: Young men (30-59 years old) with two-wheelers from Campinas’ socio-economic classes ‘B’ and ‘C’.

Coordinated with enforcement operation: Yes.

Message tested: Yes. See the report [here](#).

Materials Available

Video: View [here](#)

Other: [Instagram](#) and [Facebook](#)

Media Plan

Budget: US\$38,614 direct investment and an estimated US\$243,150 in pro bono TV (US\$107,300 and out-of-home placement (US\$135,850).

Duration: September 15–October 15, 2023.

Media channels:



Pro bono TV, public bus panels, radio, digital channels and out-of-home spaces.

EVALUATION

Methodology

The campaign was evaluated through face-to-face intercept interviews with 404 randomly chosen motorcyclists in 67 high-traffic locations in Campinas between October 16-31, 2023. Participants who rode motorcycles more than three times per week included 26% female and 74% male

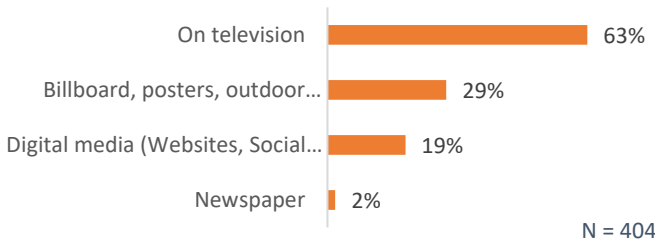
respondents between 18 and 55 years of age. The recall was measured by presenting images selected from the campaign to the participants.

Campaign Reach

Approximately **26%** of surveyed respondents recalled the campaign, which means that an **estimated 231,321** adults in Campinas were reached by a campaign message (calculated as 26% recall x 77% of adults 18+ years x 1,139 million Campinas population).

Television was the most frequently recalled source, followed by out-of-home advertisements and digital, including social media. On social media, the campaign was primarily seen on Instagram (46%), Facebook (30%) and YouTube (30%).

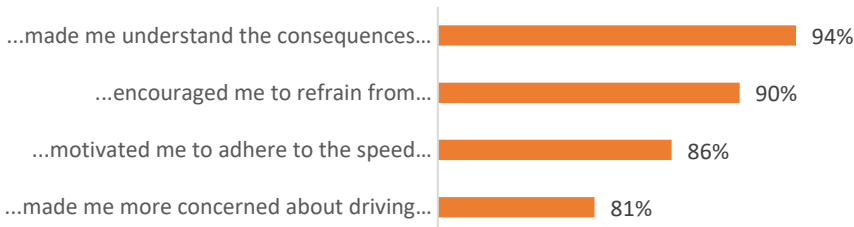
Figure 1
Awareness by Media Channel



Response to the Campaign

The campaign messages resonated well with the drivers. Over 86% of the respondents who remembered the campaign found the ad believable, easy to understand, and relevant. It prompted them to think about speeding and was viewed as an effective anti-speeding ad. 70% reported learning something new. 97% of the respondents accurately recalled a message from the campaign. The most remembered messages included: “Speeding is dangerous / kills / leads to death / crashes” (62%), “It is important to respect / slow down and drive within the established speed limits” (39%), “The faster you drive, the higher the risk of crashes and serious consequences” (21%), “Speed limits are in place for a reason” (15%).

Figure 2
Reactions to the Campaign

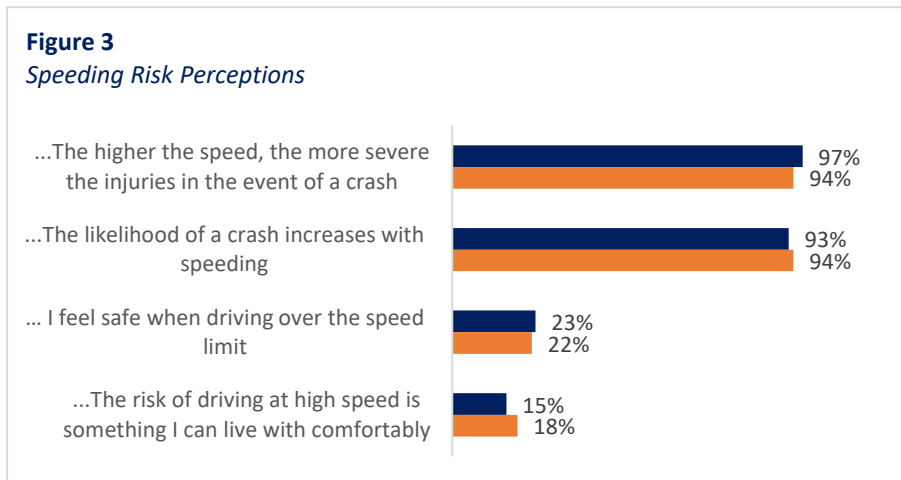


The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2). More than 81% agreed that the ad made them want to stick to the speed limit and not drive too fast, motivated them to follow the established speed

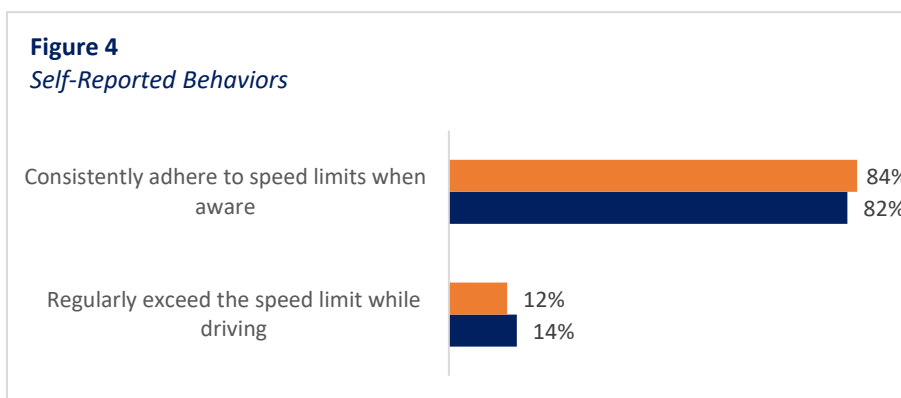
limits, helped them understand the consequences of speeding, and made them concerned about breaking the speed limit.

Impact of the Campaign

■ Campaign Aware vs. ■ Campaign Unaware

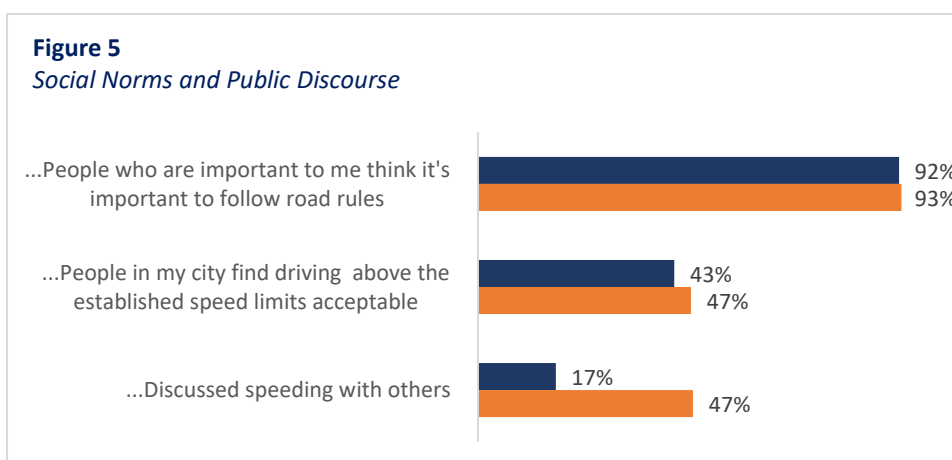


An overwhelming majority of those aware of the campaign and those unaware were cognizant of the risks associated with speeding. Despite acknowledging the high risks associated with speeding, some campaign aware and unaware respondents reported feeling safe and at ease while driving fast (Figure 3).



82% reported regularly following speed limits, with higher compliance among those aware of the campaign. Despite that, the highest speed limit violations (often + always) were reported by individuals aged 18-29 (18%), male drivers (16%), and those who drove both two and four-wheeled vehicles (14%). The

campaign showed a positive impact, with fewer aware participants exceeding speed limits in the last two months.



Furthermore, the campaign sparked discussions about speeding, increasing the awareness group's dialogue rate. This subset conversed about risks with friends and family over the last two months. The heightened public discourse also impacted social behaviors around speeding. The post-

campaign evaluation revealed that among those aware of the campaign, more individuals reported that individuals close to them emphasize the importance of adhering to speed regulations.

OTHER FINDINGS

- 46% of motorcycle riders think that speeding enforcement has increased during the campaign. Among those recalling the campaign, this percentage rises to 52%.

RECOMMENDATIONS

- Speeding campaigns must be sustained to gradually change drivers' attitudes, behaviors and norms related to speeding.
- Define target audiences, campaign objectives and strategic time to launch more precisely. Analysis of granular crash data (when, where, how the crashes happen) and consideration of speed management initiatives needed.
- Maximize campaign recall by crafting compelling messages that grab attention and more targeted and strategic investments in media placement.
- Engage with drivers to understand their specific experiences on the road and those who speed, despite concerns of risks, to incorporate their feedback into future campaign messages.
- Consider relaying messages about consequences (e.g., the impact on families, the lost future of crash victims, and oneself), reminding others that the roads are a shared space and expanding consideration of consequences beyond personal physical safety. See message testing report for this.
- Better funded and/or more targeted media planning is required to achieve adequate target population exposure to campaign messages. Analysis of the target audience's media habits and assessment of the campaign recall by media channels and specific mediums are necessary for cost-effective media planning.

Analyze the campaign's impact on different demographics (e.g., young males who are the main risk takers, car vs. motorcycle drivers) and obtain granular details about the socio-demographic profile of risk takers to help target the message precisely, with more cost-effective media planning.

- The most apparent targets for the campaigns are the segments that speed the most: young men between 18 and 39 years old. Unfortunately, data shows that this group least recalled the campaign.
- Thus, it is essential to explore the media most accessed by this young male group (WhatsApp, Instagram, TV Globo, etc.) and aim to reach out to this audience through these means.

