

MASS MEDIA CAMPAIGN REPORT AND EVALUATION

Speeding campaign “In a blink of an eye”
Recife, Brazil. September 2023

BACKGROUND AND CAMPAIGN DETAILS



In September 2023, Recife City Hall launched the traffic safety media campaign “[In a blink of an eye](#)”, with the support of Vital Strategies. This public service announcement (PSA) illustrates how speeding increases the risk of a crash and can be the difference between life and death. The campaign ad featured a real, emotional story of someone who lost his family in a crash because of drivers who broke traffic rules. Evaluation

results demonstrated that the campaign achieved its intended impact, particularly by changing perceptions and attitudes toward speeding and positively affecting social norms around driving.

Campaign Objectives

To increase motorcyclists 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 (20 to 29 years) with two-wheelers from Recife.

Coordinated with Enforcement Operation: Yes.

Message Tested: Yes, the message testing was conducted in July, 2023. See report [here](#).

Press Event: The campaign was launched during a Mobility Week event, with the

presence of the president of Recife’s Traffic and Urban Transport Autarchy (CTTU) and the press.

Materials Available

Video: view [here](#)

Radio spot: [here](#)

Social media posts: [here](#)

Media Plan

Budget: US\$80,200

Duration: September 18–30, 2023

Media channels: Digital media, TV, radio, and out-of-home placement.

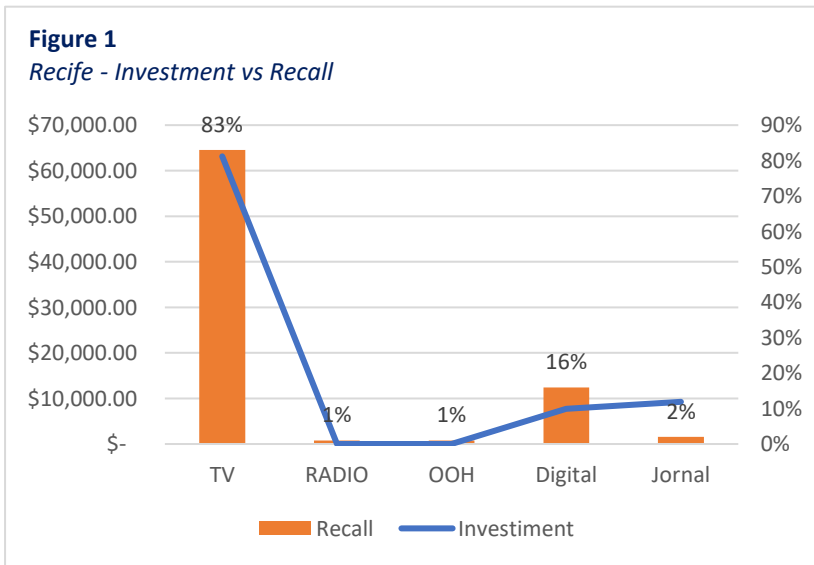
EVALUATION

Methodology

The campaign was evaluated through face-to-face intercept interviews with 423 randomly chosen motorcyclists in 67 high-traffic locations in the city of Recife, from October 4–19, 2023. Motorcyclists riding motorcycles more than three times a week participated in this study. The sample consisted of 16% female and 84% male respondents between 18 and 55 years of age. The requested recall was measured by showing images selected from the campaign.

Campaign Reach

Approximately **29%** of respondents recalled the mass media campaign, meaning that **about 324,334** adults in Recife were reached by the campaign message (Calculated as 29% recall x 76% of adults 18+ years x 1,126 million Recife population).



Eight out of 10 saw the campaign on television (83%), followed by social media (16%).

On social media, most study participants saw the campaign on Instagram (56%), followed by YouTube (24%) and Facebook (16%).

Regarding the media plan and investment from the city on this campaign, TV was the most recalled media channel and received the most investment, with US\$63,148, followed by digital media, with US\$7,691.

Response to the Campaign

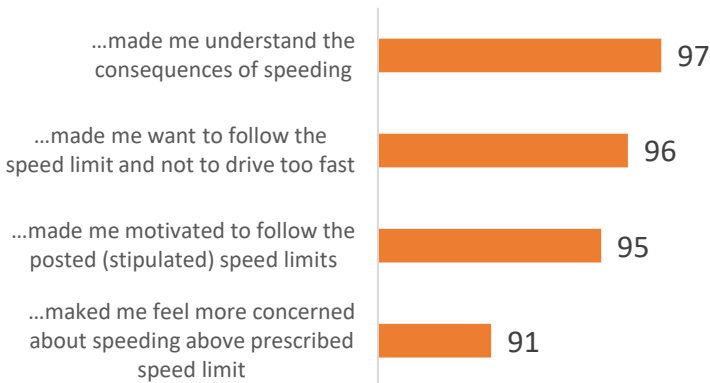
The campaign message was appropriately comprehended and accepted.

Most (93%) respondents could quote a message about the campaign. The messages with the highest recall included:

- It is essential to respect / slow down and drive within the established speed limits (35%),
- Speeding is dangerous / kills / leads to death / crashes (30%),
- Speed limits are in place for a reason (17%).

The majority of respondents who recalled the campaign found it easy to understand (93%), believable (92%), and relevant (84%). Additionally, 90% reported that it taught them something new and made them stop and think. Nine out of ten respondents perceived this ad as an effective anti-speeding advertisement.

Figure 2
Reactions to the Campaign



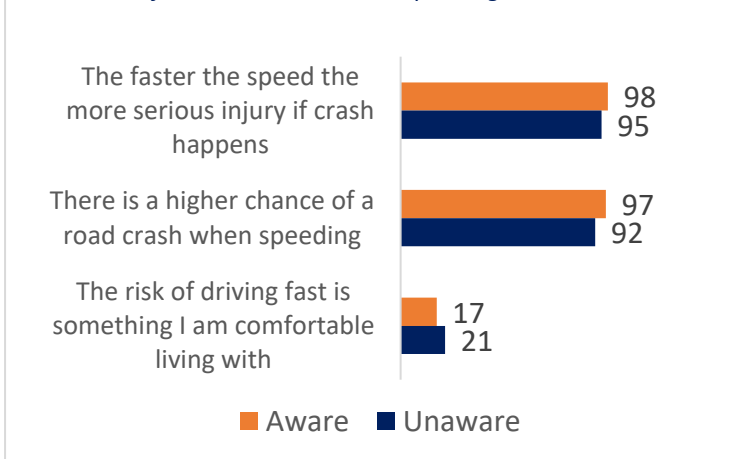
The campaign generated the intended concern about speeding: Almost all (95% or more) agree that the advertisement made them understand the consequences and worry about driving above the stated speed.

After the advertisement, 96% say they want to comply with the speed limit and not drive too fast.

95% said it motivated them to comply with posted speed limits.

Impact of the Campaign

Figure 3
Awareness of Risks Associated with Speeding



The campaign-aware group demonstrated a better understanding of the risks associated with speeding and self-reported positive behavior.

Respondents who were aware of the campaign showed greater awareness of speeding risks. They were more likely to agree that:

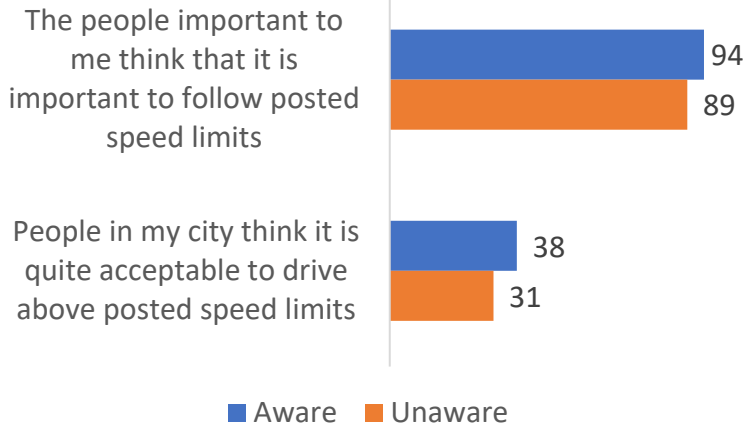
- The faster the speed, the more severe the injuries in a crash (98% vs. 95%).
- There is a greater chance of a traffic crash at high speeds (97% vs. 92%)

People recalling the campaign are less comfortable about fast driving risks (17% vs. 21%).

Campaign Impact on Social Norms Related to Speeding

Figure 7

Social Norms Around Speeding

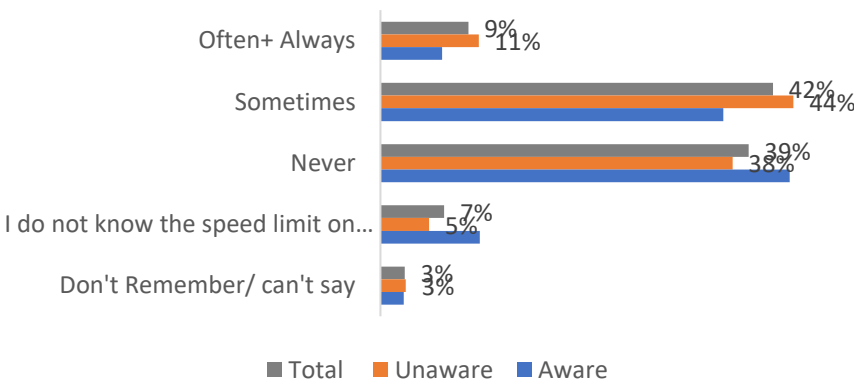


People recalling the campaign agree more than that:

- People in my city find it acceptable to drive above set speed limits (38% vs 31%).
- People important to me think it's important to follow the rules of the road (94% vs 89%).

Figure 9

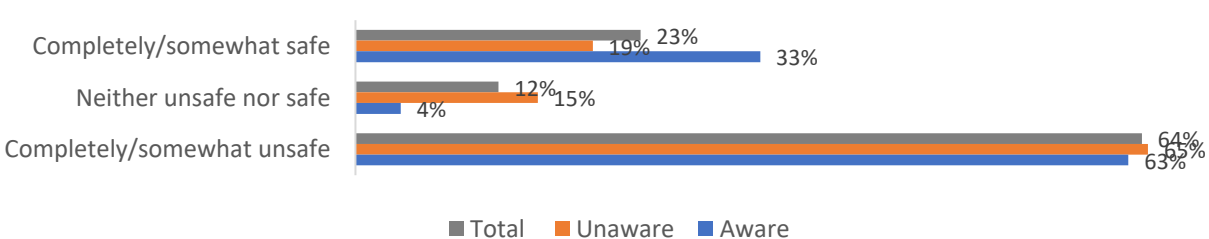
Frequency of driving above the speed limit (%)



Although most respondents reported being aware of the risks associated with speeding, many still reported occasionally (39%) driving above the speed limit. More participants who were aware of the campaign (39%) reported never driving above the speed limit compared to those who were unaware of the campaign (38%).

Figure 10

Safety while driving above the speed limit(%)



Even though most of the respondents reported feeling completely or somewhat unsafe about driving above the speed limit (64%), many still reported feeling completely or somewhat safe with disrespecting the law and driving above the speed limit (23%).

OTHER FINDINGS

- 44% of motorcycle riders think speeding enforcement has increased in the last two months. Among those recalling the campaign, this percentage rises to 48%.
- 78% of the respondents always or frequently stick to the speed limits when aware of them. Among those recalling the campaign, this percentage rises to 83%.
- Most (64%) feel unsafe when driving above the speed limit. However, it was expressed that 33% of those who saw the campaign feel fully or partially safe when driving above the speed limit; this percentage is lower (19%) among those who did not see the campaign.
- Despite this high level of agreement with the legal limits, it is stressed that 51% stated that they sometimes (42%) or always (9%) drive above the speed limit in the city. Those breaking the speed limit the most are 18-29-year-olds (62%), AB class (60%), unaware (55%), male (56%), and drive both two and four-wheeled vehicles (54%).

RECOMMENDATIONS

- Awareness-heightening campaigns, in coordination with enforcement operations, should be sustained based on data that should be requested from city hall departments to better understand the main places and peak times of year (if any) for crashes and speeding violations.
- This would be followed by planning road safety awareness campaigns that should be run just before the time in which most crashes occur. To do so, an analysis of granular crash data (when, where, how the crashes happen) and consideration of speed management initiatives are needed.
- For a bigger impact, enforcement operations need to be magnified through earned media efforts.
- A closer analysis of the target audience's media habits is helpful and necessary for cost-effective media planning.
- Consider engaging with drivers to understand their specific experiences on the road (speeding despite concerns or risks) to incorporate their feedback into future campaign messages.
- Expanding consideration of consequences beyond personal physical safety is critical to unlocking possible behavior change motivations and understanding if the crash involved a loved one, the driver would consider stopping speeding.
- In the message testing, it was expressed that social media is the most consumed communication channel of the focus group of the campaign (young men from 19 to 39 who ride a motorcycle in Recife). For future campaigns, an analysis of a larger media plan for social media is crucial if the objective is to reach and engage with a younger audience.

Focus on Major Offenders

- The most apparent targets for the campaigns are the segments that speed the most: young men between 18 and 29 years old in the AB Classes. Unfortunately, this young group recalled the campaign least. Thus, exploring the media most accessed by this young group (Instagram, TV Globo, etc.) is essential, with the aim to reach out to this audience through these means.
- It is worth stressing that 1 in 10 respondents recalling the campaign said they needed to learn the speed limit on most roads, thus undermining the campaign's efficacy. Deciding how to spotlight speed limits is essential to cutting back on speeding offenses. Consideration should be given to expanding the media buy with city-owned resources, e.g., out-of-home spaces and posters on the back of public transportation.