

MASS MEDIA CAMPAIGN REPORT

“It didn’t have to happen.”

Bogotá 2023

In August 2023, the Colombian National Road Safety Agency (ANSV) and the Secretariats of Mobility from Bogota and Cali collaborated to launch a mass media campaign coordinated with enhanced enforcement to curb speeding. The “**It didn't have to happen**” campaign is Bogota’s twelfth speeding campaign, ANSV’s fourth and Cali’s third. The campaign featured six families’ powerful stories of losing loved ones due to speeding, urgently calling on motorcycle drivers to slow down.

The evaluation results demonstrated that the campaign achieved its intended impact by changing perceptions and attitudes toward speeding. Additionally, it positively influenced social norms related to driving and led to changes in drivers’ behaviors.

BACKGROUND AND CAMPAIGN DETAILS



Campaign Objective: To increase 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.

Campaign target audience: Male two-wheel drivers. 18-45 years old, low and middle socio-economic level.

Coordinated with enforcement operation:
Yes

Message tested: Yes, report [here](#)

Materials available: 2:30 minute, 30-second and 15-second video PSAs; radio PSA, out-of-home advertisement layout

TV PSA: “It didn’t have to happen” TV ad [here](#)

Media plan

Budget: US\$720,000 in two phases

Duration: First wave: August 16 to September 30, 2023. Second wave: October 1 to October 31, 2023

Media channels: TV, radio (national and local), social media, digital media, out-of-home advertisement (billboards, toll led screens, bus stop posters)

Media buying agency report: According to the media buying agency, the campaign reached 17,966,327 people (92% reach). See report [here](#)

EVALUATION

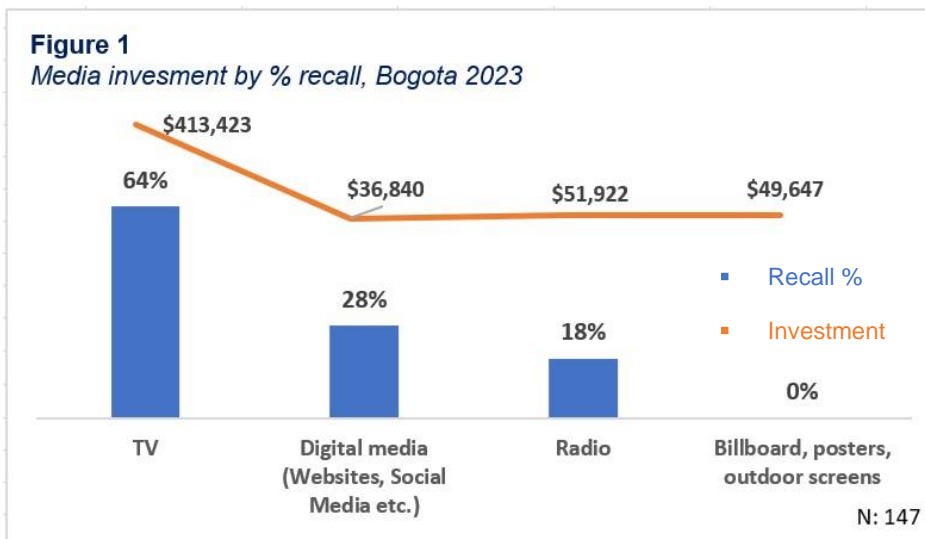
Methodology

The campaign was assessed through face-to-face interviews with 382 randomly selected drivers in high-traffic locations in Bogotá, D.C., from November 14 to December 3, 2023. The recall was measured by showing campaign images to men and women participants aged 18 to 55 years and who drove 2- and 4-wheel vehicles more than three times a week.

Campaign Reach

About 36% of survey respondents recalled the campaign ad. Television was the most frequently remembered source (64%), followed by social media (28%). On social media, the campaign was predominantly seen on Facebook (57%) and YouTube (39%).

The media investment versus recall analysis highlighted successful returns from television investments, but radio fell short of expected recall levels (Figure 1). Accordingly, 51% of respondents reported never listening to the radio, while 20% listened daily. In contrast, social media had substantial widespread daily usage, as 81% notably reported regular use, while only 3% reported never using it. Although billboards were not explicitly mentioned, they were strategically employed at the campaign's start to amplify its launch and capture public attention.

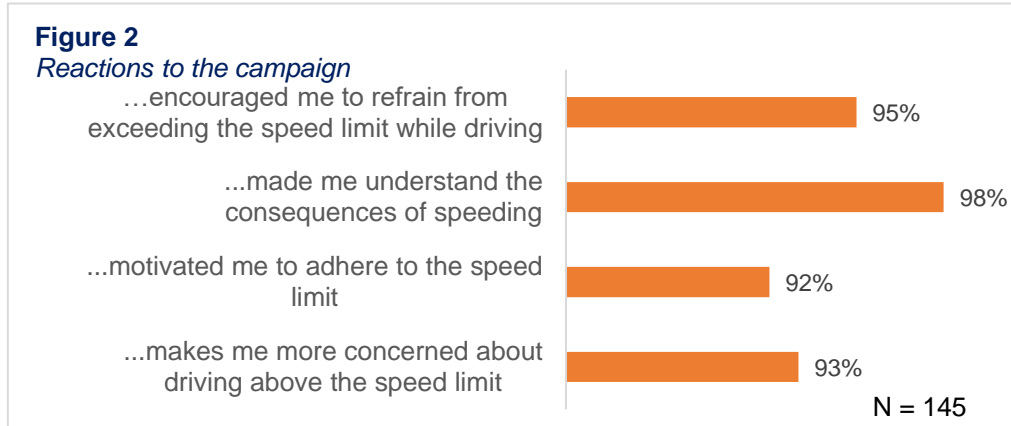


Response to the Campaign

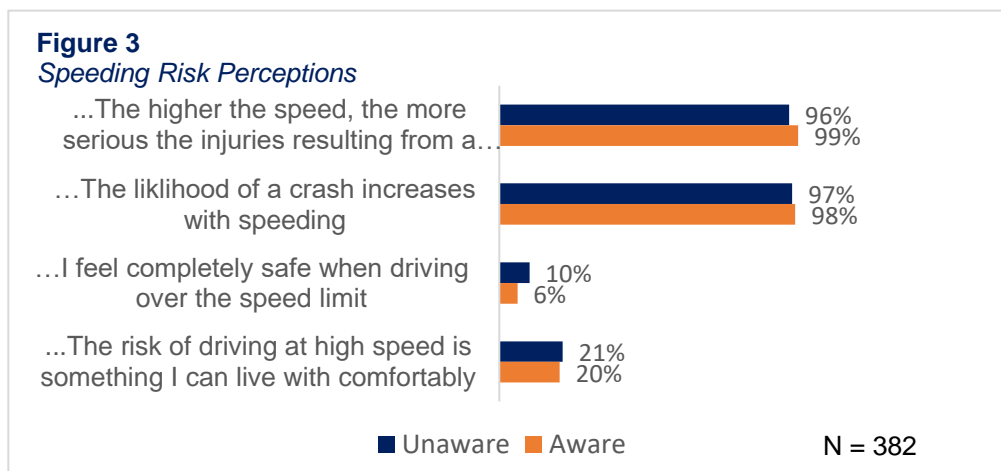
The campaign messages were positively comprehended and accepted by survey respondents. The main messages recalled from the ad were consistent among respondents, emphasizing themes like "Speeding is dangerous/kills/leads to death" (53%) and "Respect/slow down and drive within posted speed limits" (51%).

Most respondents who remembered the campaign found it easy to understand (98%) and believable (96%). Additionally, 96% perceived the ad as relevant, 88% agreed that it made them "stop and think" and 74% mentioned it "taught them something new. Nine out of ten campaign-aware respondents said this was an effective anti-speeding ad.

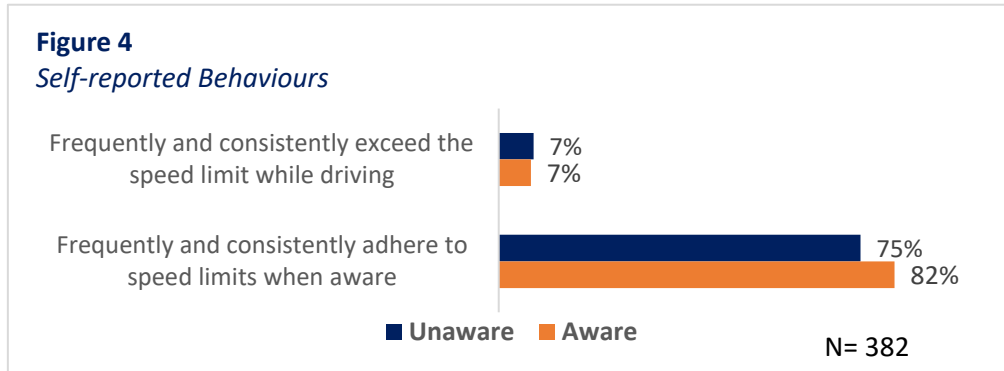
Campaign impact on knowledge and attitude The campaign successfully instilled concern about speeding and motivated respondents to comply with speed limits (Figure 2).



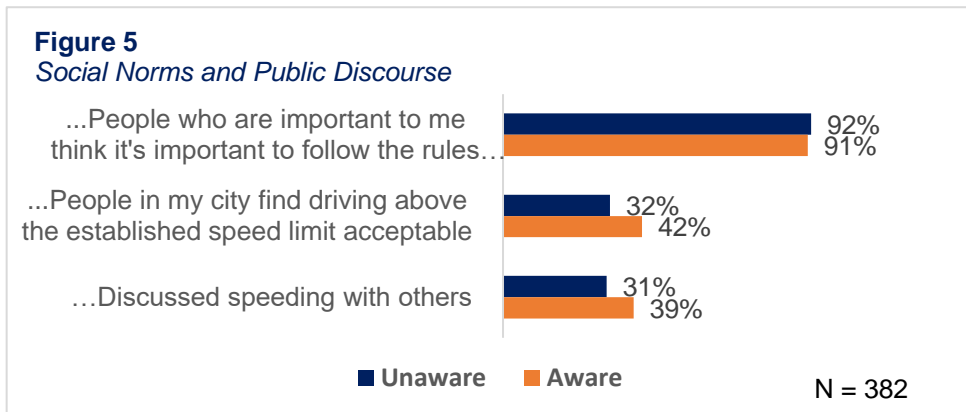
Impact of the Campaign A significant majority, whether aware or unaware of the campaign, recognized the risks associated with speeding. Despite recognizing these risks, some respondents, particularly among the campaign-unaware, expressed a sense of safety and comfort while driving at high speeds (Figure 3).



More than 75% reported consistently adhering to the speed limit when aware of it, with higher compliance among those who were campaign-aware. Only a few respondents, both aware and unaware, reported consistently exceeding the speed limit while driving (7%) (Figure 4).



The campaign sparked discussions on speeding, promoting dialogue within the awareness group. This subset actively talked about speeding risks with friends and family over the last two months. Nine out of 10 respondents reported that people in their close circle believed in following road rules (Figure 5).



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.
- Improve campaign recall by crafting compelling messages that leave a long-lasting impact to resonate with audiences and engage in targeted and strategic media placement investments.
- Engage with drivers to understand their specific experiences on the road, drivers of speeding, despite concerns of risks, to incorporate their feedback into future campaign messages.
- Consider relaying messages about consequences to others (e.g., the impact on families, the lost future of crash victims, and oneself, as well a reminder that the roads are a shared space and to expand consideration of consequences beyond personal physical safety. See message testing report for this.
- A 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.



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- Strengthen discourse on speeding through PR, media engagement and community outreach.
- Amplify enforcement to raise the perception of being caught when exceeding speed limits. An enforcement campaign is recommended since Bogotá has implemented all campaign styles and is focusing on the need for enforcement.