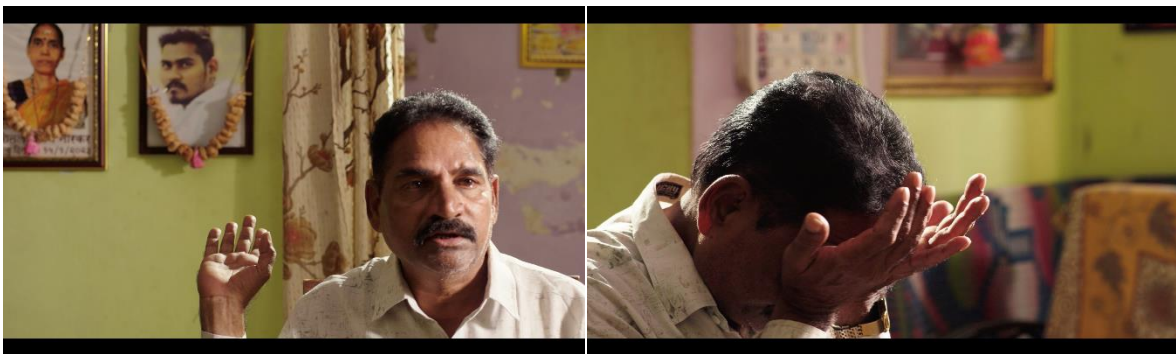


MASS MEDIA CAMPAIGN REPORT

Speeding Campaign “Speeding Can Cost a Family its Future: Story of Narkars”

Maharashtra, India, November 2023

BACKGROUND AND CAMPAIGN DETAILS



On November 21, 2023, the Maharashtra Highway State Police and Pune Police partnered to launch a road safety mass media campaign in commemoration of the World Day of Remembrance for Road Traffic Victims. With the aim to curb speeding, the campaign [“Speeding Can Cost a Family its Future: Story of Narkars”](#) warned drivers of the devastating consequences of speeding and narrated the tragic and genuine account of a grieving father who lost his 24-year-old son, Sagar, due to speeding.

The post-campaign evaluation demonstrates that the campaign messages were adequately comprehended and accepted by drivers, generated the intended concern about speeding and motivated respondents to comply with speed limits.

Campaign target audience: All drivers.

Objectives: To increase drivers’ awareness of the devastating consequences of speeding, their risk perception, and the likelihood that they will obey posted speed limits.

Coordinated with enforcement operation:

Ongoing speed cameras surveillance.

Message tested: Yes.

Press event: Yes.

Campaign duration: November 19 to December 21, 2023.

Budget: Estimated pro-bono value US\$762,409 by Maharashtra; US\$145,359 by Pune.

Media channels: Cinema screens, out-of-home static and digital billboards, and digital streaming.

Materials available: 30- and 15-second campaign videos, 30-second radio spot and billboard layouts.

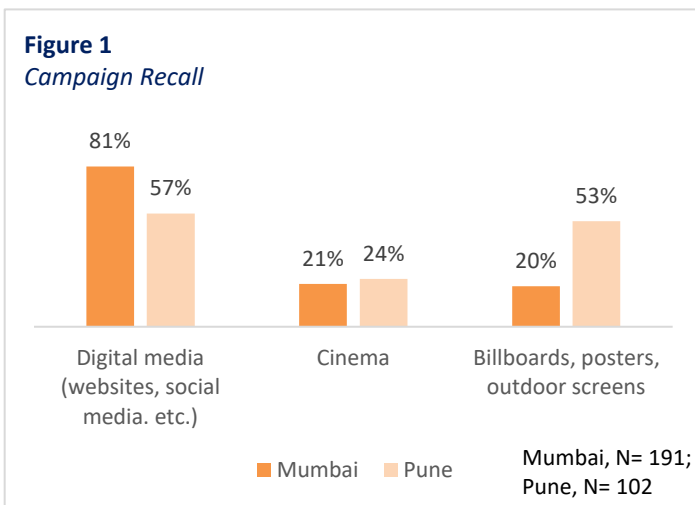
EVALUATION

Methodology

The campaign was evaluated using a random household survey design and administered through face-to-face interviews with 822 respondents across Mumbai and Pune from January 10 to February 2, 2024. Two- and four-wheel vehicle drivers aged 18 to 55 years participated in the study.

Campaign Reach

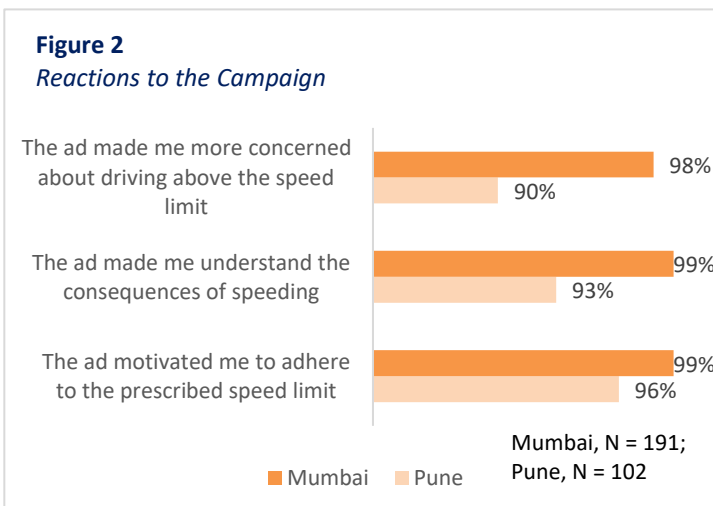
Approximately 47% of respondents recalled the campaign, which means an estimated 3.9 million adults were reached in Mumbai (calculated as % recall rate x total urban population aged 15+ years). In Pune, approximately 24% of respondents recalled the campaign, which means an estimated 900,000 adults were reached in Pune (calculated as % recall rate x total urban population aged 15+ years).



Digital media was the most frequently recalled source, followed by out-of-home media, such as billboards, posters and outdoor screens and cinema (Figure 1). In Mumbai, within social media, the campaign was primarily seen on YouTube (73%) and Facebook (66%), and in Pune on Facebook (65%) and Instagram (25%).

Response to the Campaign

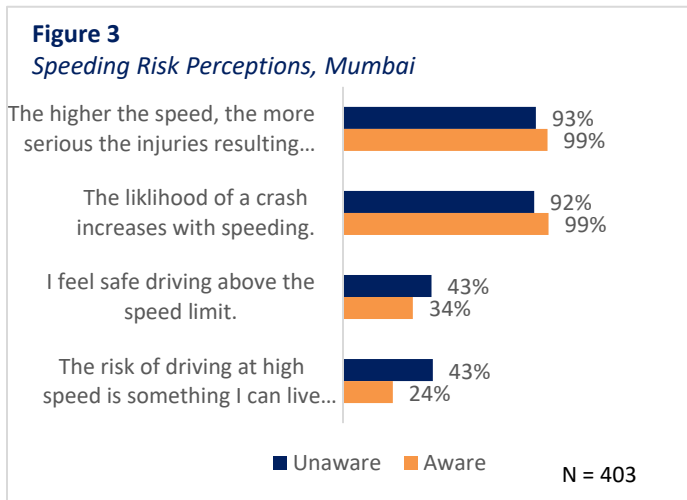
Campaign messages were received well by drivers across Mumbai and Pune. Almost all respondents who recalled the campaign reported that it was easy to understand (99% in Mumbai and 98% in Pune) and believable (98% in Mumbai and 94% in Pune). Among all respondents, 99% in Mumbai and 88% in Pune said the ad was relevant to them, 99% in Mumbai and 93% in Pune agreed that the campaign made them “stop and think” and 99% in Mumbai and 92% said it “taught them something new.” Nine out of 10 campaign aware respondents said that this ad was an effective anti-speeding ad.



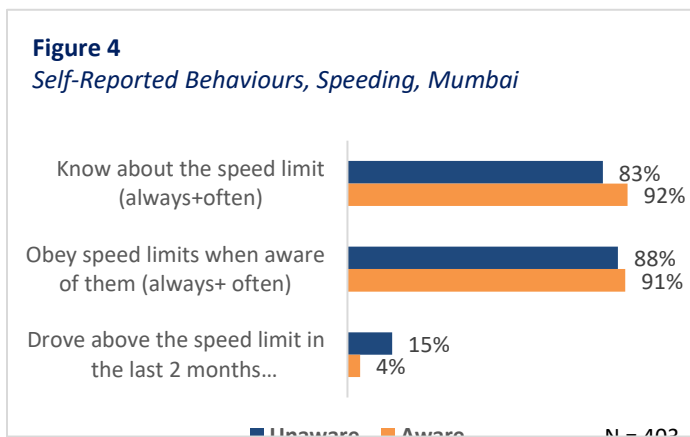
This campaign successfully conveyed key messages related to the high risks and serious consequences caused by speeding. In Mumbai, the most recalled messages were "slow down, follow speed limits," "someone is waiting for you," and "think who you will leave behind." In Pune, the topmost prominent messages included "speeding kills/leads to death," "slow down, follow speed limits," and "someone is waiting for you."

The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).

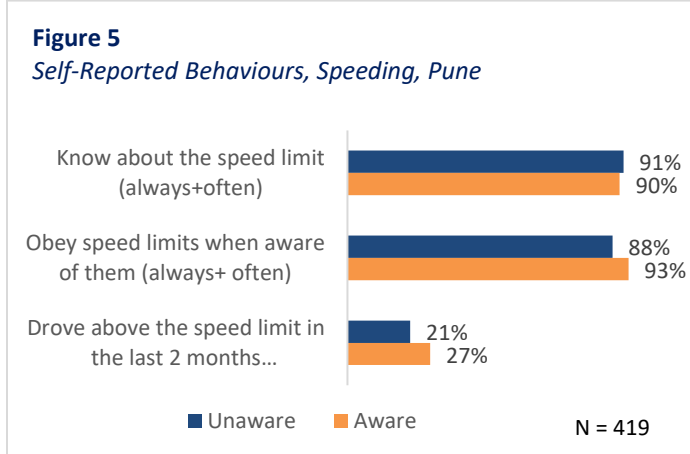
Campaign Impact



Respondents who recalled the ad had a slightly higher speeding risk perception than those who did not recall the ad, and were also less likely to tolerate the risk of driving fast than those who did not recall the ad. In Mumbai, four out of 10 campaign-unaware respondents reported feeling safe and at ease driving at high speeds (Figure 3). In Pune, more among campaign unaware (61%) than campaign aware (56%), reported that the risk of driving at high speed was something they could live comfortably with.



Approximately nine out of 10 respondents were aware of the speed limit in their city. Campaign aware respondents were more inclined to adhere to speed limits when informed about them. In Mumbai, only 4% of respondents who were aware of the campaign admitted to driving over the speed limit in the last two months, in contrast to 15% among unaware respondents (Figure 4).

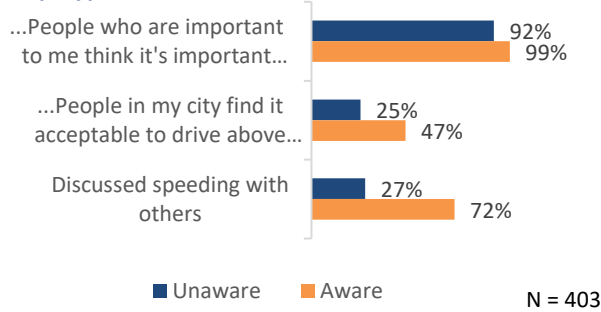


However, in Pune, more campaign aware respondents (27%) than campaign unaware (21%) reported driving over the speed limit in the last two months (Figure 5).

The campaign sparked discussions about speeding, with those aware of the campaign considerably more likely than those unaware to engage in conversations with others, particularly with friends and neighbors, about the risks associated with speeding over the last two months (Figures 6 and 7). Additionally, the campaign seemed to draw respondents' attention to media stories related to road safety, with campaign-aware individuals reporting a higher frequency (29% in Mumbai; 35% in Pune) of encountering such stories compared to those unaware of the campaign (11% in Mumbai; 19% in Pune)

Figure 6

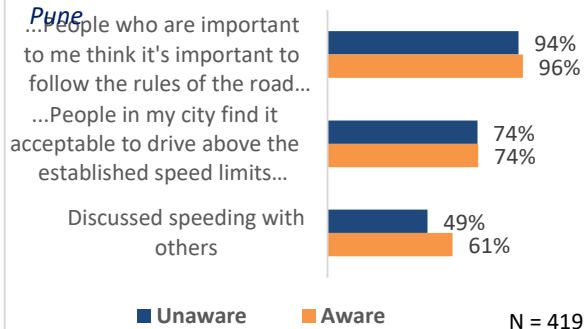
*Social Norms and Public Discourse,
Mumbai*



Additionally, the post-campaign evaluation revealed that among those aware of the campaign, a higher percentage reported that individuals close to them emphasize the importance of adhering to speed regulations (Figures 6 and 7). In Mumbai, almost five out of 10 campaign aware respondents agreed that people in their city considered driving fast acceptable.

Figure 7

*Social Norms and Public Discourse,
Pune*



Notably, seven out of 10 respondents in Pune believed that people in their city thought that driving above that speed limit was acceptable (Figure 7).

Other Findings

- About two out of 10 respondents noticed that law enforcement related to speeding had increased in their cities during the campaign. Moreover, when asked about the importance of speed cameras, 85% of respondents in Mumbai and 74% in Pune reported that speed cameras had a positive impact on curbing speeding. Furthermore, more than 88% in both cities reported that they altered their driving behavior since the introduction of speed cameras.
- Approximately seven out of 10 respondents agreed that there was a high chance of being stopped and fined by the police if they violated the speed limit. Specifically, 61% of campaign unaware respondents versus 84% of campaign aware respondents in Mumbai, and 70% of campaign unaware respondents versus 83% of campaign aware respondents in Pune.
- The majority of respondents expressed support for government campaigns addressing speeding, with more campaign-aware individuals showing this support compared to those unaware of the campaign.
- Television remains the most widely used media channel, with approximately 79% of total respondents in Mumbai and 73% in Pune watching it every day. Approximately 55% in Pune and 75% in Mumbai never listen to the radio, while 94% in Mumbai and 73% in Pune use social media on a daily basis. The most frequently used social media platforms were Instagram and YouTube.

RECOMMENDATIONS

- Road safety campaigns must be sustained to gradually shift drivers' attitudes, behaviors and norms related to risky behavior.
- Speeding remains a critical risk factor that needs to be focused on.
- Evaluate speed limit signage and strengthen speed limit awareness.
- For impact, media campaigns need to run around periods of increased risky behavior and aligned with strong enforcement.
- Enforcement needs to be highly visible and magnified through earned media to convey the

perceptions and risks of being caught when exceeding speed limits.

- The 2024 campaign design should be informed by a detailed analysis of granular crash data (when, where, and how the crashes happen), consideration of planned speed management initiatives. Campaign target audiences, objectives, and strategic launch timing must be precisely defined.
- It might be helpful to engage with drivers to understand their specific experiences on the road, barriers that prevent them from following traffic rules, and reasons behind risky behavior to incorporate their feedback into future campaign messages.
- To balance consequences for others, such as the impact on families in 2023 campaign, consider incorporating messages about science of speed. Refer to the message testing report for further details on this recommendation.
- Enhance recall by paid, targeted and strategic media placement. Better funding and/or more targeted media planning is required to achieve adequate target population exposure to campaign messages.
- Focus on television and social media platforms. The target audience's nuanced media habits must be analyzed, and campaign recall must be assessed across media channels, including specific channels, for cost-effective media dissemination.
- Strengthen discourse on speeding through public relations, media engagement and community outreach.
- Implement ongoing monitoring and evaluation mechanisms to track campaign effectiveness and changes in drivers KAB towards road safety.