

MASS MEDIA CAMPAIGN REPORT AND EVALUATION

Speeding Campaign “Mother”

Vietnam, May 2023

BACKGROUND AND CAMPAIGN DETAILS



On May 14, 2023, the Vietnam National Traffic Safety Committee (NTSC) launched the mass media campaign “Mother” to address the dangers of car speeding and to kick off the 7th UN Global Road Safety Week. The campaign aimed to promote compliance with speed limits and highlight the vulnerability of motorcycle riders when a crash occurs. As part of the government’s comprehensive road safety strategy, the campaign was enforced greatly by traffic police at the city level to ensure impact.

The NTSC consolidated media placement by issuing official guidelines to sub-national TSCs to support this campaign through funding or pro-bono dissemination and by requesting national government agencies, such as the Ministry of Security, Ministry of Transportation, Ministry of Information, Ministry of Education, and Vietnam television and radio to distribute campaign materials through their networks.

The three priority Bloomberg Philanthropies Initiative for Global Road Safety cities in Vietnam—Ho Chi Minh City, Hanoi, and Da Nang—amplified this campaign through broadcasting and earned media efforts. The Bloomberg Philanthropies Partnership for Healthy Cities supported Ho Chi Minh City and Hanoi in finances to purchase TV airtime.

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: Male car drivers

Objectives: To generate and reinforce positive changes in the speeding behavior of drivers by:

- Increasing awareness of the danger of speeding;
- Increasing perceptions that exceeding speed limits increases the likelihood of experiencing a fatal crash.

Coordinated with enforcement operation: Yes

Message tested: Yes

Press event: Yes.

Media Plan

Campaign duration: May 15 – June 25, 2023

Media channels: TV and radio (national and local), social media ([The NTSC’s Facebook fan page](#) and YouTube). Also, campaign materials were displayed across government buildings, private residences, train and bus stations, street LED and billboards.

Budget: An estimated US\$20,000 per province was contributed to the campaign in paid or pro-bono media placement value, totaling a US\$1,260,000 media investment across the country

Materials available: 30 and 15 sec video PSA; radio PSA, out-of-home advertisement layout



PSA displayed in government buildings and on street LEDs.

EVALUATION

Methodology

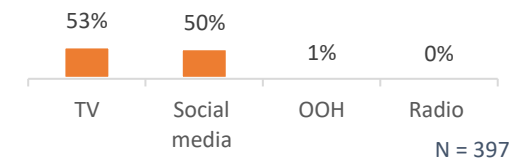
The campaign was evaluated using a random household survey design and administered through face-to-face interviews with 1,524 respondents in Hanoi, Ho Chi Minh City and Da Nang between July 4 and August 20, 2023. Both two- and four-wheel vehicle drivers participated in the study, with 47% men and 53% women aged 18 to 55 years. The prompted recall was measured by showing the campaign video PSA without sound and end-frame.

Campaign Reach

Approximately 26% of surveyed respondents recalled the campaign, which means an estimated 17.8 million adults nationally were reached by a campaign message (Calculated as 26% recall rate x 68.6 million population aged 15+ years).

Television was the most frequently recalled source, followed by social media (Figure 1). On social media, the campaign was seen primarily on YouTube (77%) and 53% of respondents saw the campaign on Facebook. On out-of-home only 1% of respondents saw it.

Figure 1
Awareness by Media Channels



Response to the Campaign

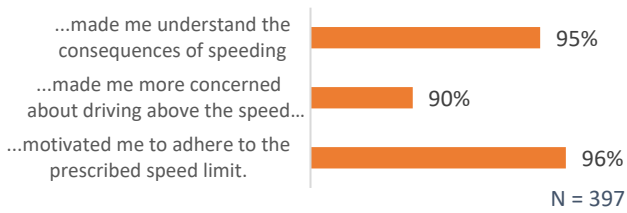
Campaign messages were received well by drivers. All respondents who recalled the campaign reported that it was easy to understand (98%) and believable (98%). 74% said the ad was relevant to them, 83% agreed that the campaign made them “stop and think” and 92% said it “taught them something new.” Nine 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. The main messages recalled from the ad were quite consistent among respondents. The

top four most prominent messages included: “The faster you drive, the greater risk of a crash” (57%), “The faster you drive, the deadlier the consequences” (51%), “Speeding kills/leads to death” (48%) and “Respect/ slow down and drive within posted speed limits” (41%).

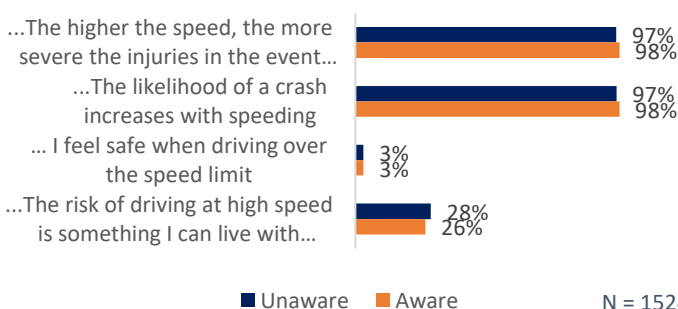
The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).

Figure 2
Reactions to the Campaign

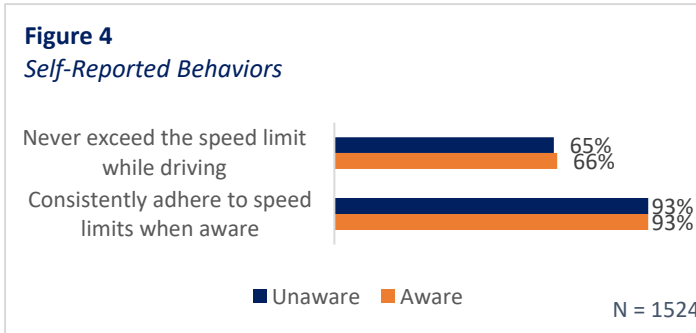


Impact of the Campaign

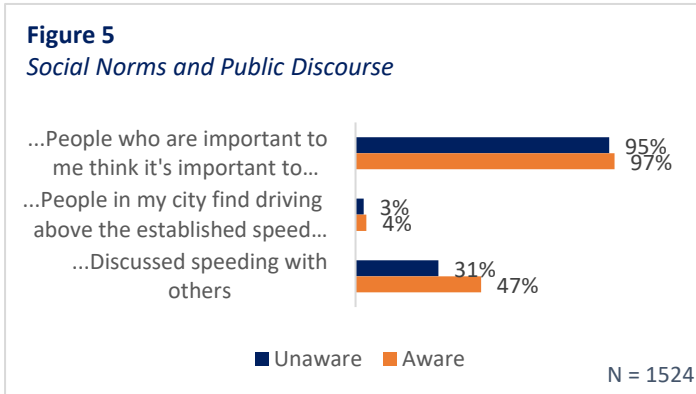
Figure 3
Speeding Risk Perceptions



Respondents who recalled the ad had a slightly higher speeding risk perception. They were also less likely to tolerate these risks than those who did not recall the ad (Figure 3). Two-wheel and four-wheel drivers had a similar understanding of the consequences of speeding. Despite the perceived high risks associated with speeding, approximately one-third of respondents reported feeling at ease while driving fast. Four-wheel drivers were more tolerant of such risks than two-wheel drivers.



The campaign positively affected how people behaved. More of those who knew about it said they hadn't broken speed limits in the last two months compared to those unaware of the campaign. (Figure 4).



Furthermore, the campaign sparked discussions about speeding, increasing the awareness group's dialogue rate. This subset engaged in conversations about risks with friends and family over the last two months. Additionally, the campaign directed respondents' attention to media stories related to road safety, with campaign-aware individuals reporting a higher frequency of encountering such stories compared to those unaware of the campaign. The heightened public discourse, influenced by the campaign, had also impacted social

behaviors around speeding. The post-campaign evaluation revealed that among those aware of the campaign, a notable percentage (97%) reported that individuals close to them emphasize the importance of adhering to speed regulations (Figure 5).

Other Findings

- Only every second driver reported always knowing speed limits while driving, which were 53% of campaign unaware respondents and 50% of campaign aware respondents.
- About 40% of total respondents noticed that law enforcement related to speeding had increased in their cities during the campaign.
- The majority of respondents (more than 90%) agreed that there was a high chance of being stopped and fined by the police if they violated the speed limit, drove after drinking or drove a motorcycle without wearing a helmet or not strapping it properly.
- Nearly 100% of respondents showed their support for the government to run campaigns addressing speeding, regardless of their awareness of the campaign ad.
- A higher percentage of respondents with four-wheelers (62%) watched TV at least four times a week compared to those with two-wheelers (56%). Additionally, 95% of respondents used social media 4-6 times per week or daily. Radio was the least utilized channel, with 95% of respondents indicating they never listened to it. However, a small proportion (12%) of four-wheelers reported tuning in to the radio at least four times a week, in contrast to two-wheelers who expressed no radio listenership.

RECOMMENDATIONS

- It is necessary to sustain speeding campaigns to gradually change drivers' attitudes, behaviors and norms related to speeding.
- It is critical to define target audiences and campaign objectives more precisely. Analysis of granular crash data and consideration of speed management initiatives (e.g., focusing on school zone safety) will contribute to the campaign's impact.
- The low recall suggests an area for improvement is media planning. For instance, having better-funded campaigns 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.

- For the next campaign, focus on four-wheel drivers, as they tend to be more comfortable with speeding risks.
- 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.