

## MASS MEDIA CAMPAIGN REPORT

### “We all share the roads. Slow down” Campaign

Córdoba, Argentina, September 2024

#### BACKGROUND AND CAMPAIGN DETAILS

On September 4, the Municipality of Córdoba, Argentina, and the Secretariat of Urban Mobility launched their third speeding mass media campaign within the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) framework, supported by Vital Strategies. The campaign, [“We all share the roads. Slow down.”](#) depicts a speeding car driver unable to stop in time before crashing into a father and a child on a motorcycle. The campaign message counters the common belief that motorcyclists are often overlooked as mere "noise" on the road by emphasizing their vulnerability due to the lack of protective car shells. It also highlights the shared responsibility of all road users to ensure safety, as speeding endangers everyone, especially motorcyclists, who face a higher risk of injury or death in crashes.



**Target audience:** Car drivers

**Campaign objectives:**

- Increase drivers' awareness of the devastating consequences of speeding
- Increase risk perception and adherence to posted speed limits

**Coordinated with enforcement operation:**

Ongoing speed cameras surveillance

**Message tested:** Yes

**Press event:** Yes

**Budget:** US\$95,000

**Media channels:** [Television](#), [radio](#), [billboards](#) and [social media](#)

**Duration:** September 4 to September 30

**Materials available:** A 30-second video, a 30-second radio spot, out-of-home designs, social media 30 seconds videos

## EVALUATION

### Methodology

The campaign was evaluated using a random intercept survey design and administered through face-to-face interviews with 700 respondents in Córdoba between October 17 and November 3, 2024. Two- and four-wheel vehicle drivers aged 18 to 55 participated in the study. See the [questionnaire](#) and [full report](#).

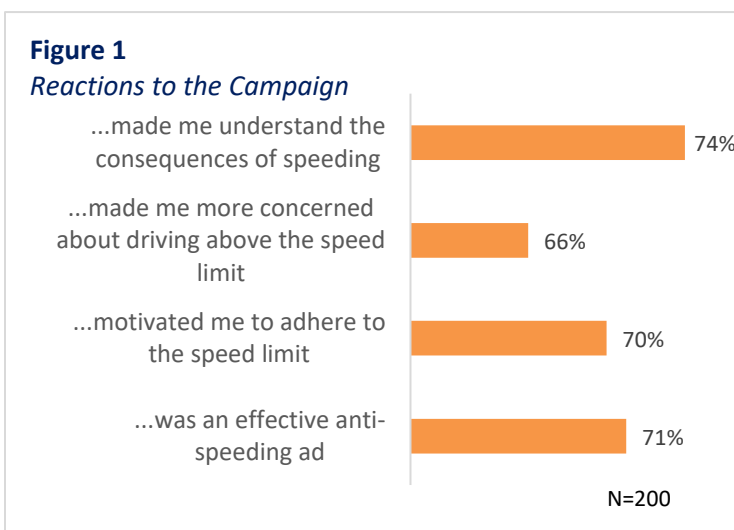
### Campaign Reach

Approximately 30% of respondents recalled the campaign, which means an estimated 393,600 adults were reached in Córdoba (calculated as a % recall rate of 1,312,000 total urban population aged 15+ years).

Most participants recalled the campaign from television (58%), social media (33%) and outdoor channels such as billboards, posters, and screens (13%), with very few recalling it on via radio (2%). Among social media platforms, the campaign was predominantly seen on YouTube (48%), Facebook (44%) and Instagram (16%).

### Response to the Campaign

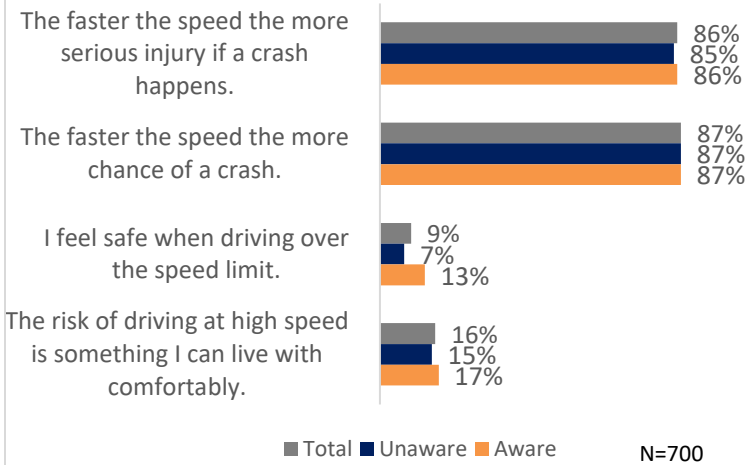
Campaign messages were received well by drivers. Many respondents who recalled the campaign reported that it was easy to understand (81%) and believable (77%). About 63% of respondents said the campaign was relevant, 66% agreed it made them “stop and think,” and 53% said it “taught them something new.” Seven out of 10 campaign-aware respondents said this was an effective anti-speeding campaign.



This campaign successfully conveyed key messages about the high risk of serious consequences from speeding. The main messages recalled from the campaign were consistent among respondents. The top five most prominent messages included: “Speeding kills/leads to death” (51%), “Respect the speed limits” (33%) and “Slow down” (31%). The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 1).

## Campaign Impact

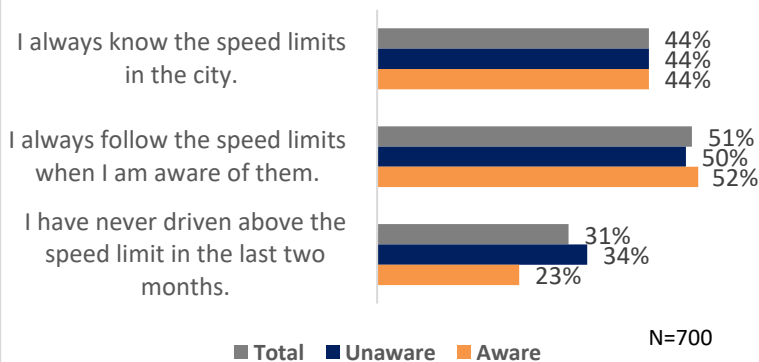
**Figure 2**  
*Speeding Risk Perceptions*



Most respondents indicated they were highly aware of the risks associated with speeding. However, nearly one in 10 drivers felt safe while speeding (Figure 2). Additionally, 20% of respondents said it was acceptable to break the speed limit if they felt in control of their vehicle. This belief was more common among two-wheel drivers (22%) than four-wheel drivers (18%).

About four out of 10 drivers, regardless of their campaign awareness status, reported always knowing the speed limits in their city (Figure 3). A higher proportion of four-wheel drivers (48%) reported being aware of speed limits compared to two-wheel drivers (41%).

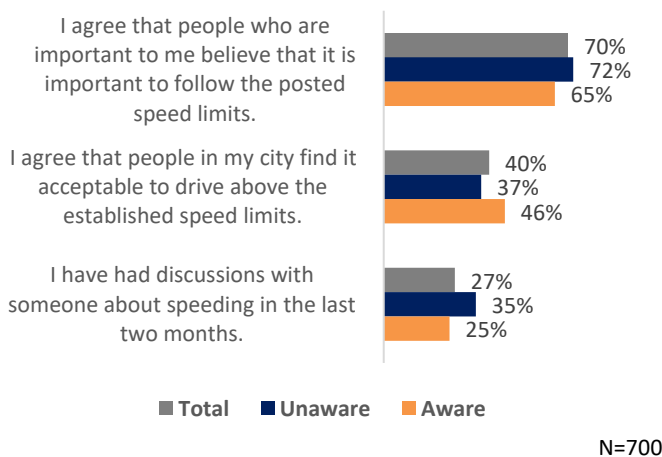
**Figure 3**  
*Self-Reported Behaviors*



About four in 10 drivers said they complied with speed limits when aware, while three out of 10 reported not exceeding the speed limit in the past two months (Figure 3). When aware of the speed, compliance was higher among four-wheel drivers (90%) than two-wheel drivers (82%).

However, more two-wheeler drivers (33%) reported never exceeding the speed limit in the two months prior to the survey, compared to 29% of four-wheeler drivers.

**Figure 4**  
*Social Norms and Public Discourse*



Seven in 10 respondents agreed that people important to them believed following posted speed limits was essential. A higher proportion of campaign-aware participants, compared to those unaware of the campaign, believed that people in their cities found it acceptable to drive above the established speed limits. Approximately three in 10 respondents reported discussing speeding with someone in the past two months (Figure 4).

## Other Findings

- During the campaign period, about 17% of respondents aware of the campaign and 14% of those unaware believed speeding enforcement had increased over the past two months. Similarly, 17% of all respondents reported noticing road enforcement during this time.
- Sixty-one percent of respondents said they felt it was unlikely they would be stopped by police for exceeding speed limits. This belief was more common among those aware of the campaign (66%) than those unaware (59%).
- Fifty-four percent of respondents said they felt safer—for themselves and their families—from potential crashes when speeding enforcement measures, such as police presence or speed cameras, were in place.
- Approximately 66% of respondents reported using social media daily, while 22% watched TV and 21% listened to the radio daily.

## RECOMMENDATIONS

- To gradually change drivers' attitudes, behaviors and norms related to speeding, speeding campaigns must be sustained.
- Invest in strategic media placement within communication channels that align closely with the target audience's media consumption to improve campaign recall.
- Consider running an enforcement campaign, as drivers indicated low perceptions of being caught or understanding of the benefits of enforcement.
- Design a stronger supporting communication strategy to magnify enforcement in alignment with the media campaign.
- Consider community outreach and interpersonal communication with drivers.
- Deepen driver segmentation to understand their perceptions, behaviors and experiences, focusing on younger and less experienced drivers.
- Consider increasing efforts to improve public knowledge and awareness of speeding regulations, as only four in 10 respondents reported always knowing the speed limit on the road.